

Responsive Management™



SOUTH CAROLINA DEER HUNTERS' ATTITUDES REGARDING HARVEST LIMITS AND TAGGING OF DEER

Conducted for the South Carolina Department of Natural Resources

by Responsive Management

2010

SOUTH CAROLINA DEER HUNTERS' ATTITUDES REGARDING HARVEST LIMITS AND TAGGING OF DEER

2010

Responsive Management National Office

Mark Damian Duda, Executive Director
Martin Jones, Senior Research Associate
Tom Beppler, Research Associate
Steven J. Bissell, Ph.D., Qualitative Research Associate
Andrea Criscione, Research Associate
Weldon Miller, Research Associate
Joanne Nobile, Research Associate
Amanda Ritchie, Research Associate
Carol L. Schilli, Research Associate
Tim Winegord, Survey Center Manager
Alison Lanier, Business Manager

130 Franklin Street
Harrisonburg, VA 22801
Phone: 540/432-1888 Fax: 540/432-1892
E-mail: mark@responsivemanagement.com
www.responsivemanagement.com

Acknowledgments

Responsive Management would like to thank Charles Ruth and Derrell Shipes of the South Carolina Department of Natural Resources for their input, support, and guidance on this project.

EXECUTIVE SUMMARY

INTRODUCTION AND METHODOLOGY

This study was conducted for the South Carolina Department of Natural Resources (SCDNR) to determine deer hunters' opinions on harvest limits and regulations regarding tagging harvested wildlife. To determine deer hunter's opinions on harvest limits and tagging regulations, the SCDNR contracted the firm of Responsive Management to conduct a telephone survey of randomly selected resident licensees who indicated that they had hunted deer during the 2009 season.

For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among the sample (both landlines and cell phones were called). Additionally, telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. Telephone surveys also have fewer negative effects on the environment than do mail surveys because of reduced use of paper and reduced energy consumption for delivering and returning the questionnaires.

A central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. The telephone survey questionnaire was developed cooperatively by Responsive Management and the SCDNR. Responsive Management conducted a pre-test of the questionnaire to ensure proper wording, flow, and logic in the survey. Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time.

The survey was conducted in May 2010. Responsive Management obtained a total of 3,663 completed interviews, providing statistical reliability of ± 1.60 percent at the statewide level. In each Game Zone, at least 600 surveys were completed (weighted to their proper proportions for the statewide totals), which provides a statistical reliability of from ± 3.74 percent to ± 3.94 percent at the Game Zone level.

OPINIONS ON DEER HUNTING REGULATIONS

- Statewide, 70% of deer hunters *support* a limit on the number of antlered bucks a hunter can kill each year. There were no Game Zones in which more than 29% of deer hunters *opposed* a limit on antlered deer.

Do you support or oppose a limit on the number of antlered bucks a hunter can kill each season in South Carolina?

	Statewide	GZ 1	GZ 2	GZ 3	GZ 4	GZ 5	GZ 6
Support %	70	79	77	61	71	64	63
Oppose %	23	16	18	29	23	29	29

Totals may not equal 100% because some hunters were neutral concerning a limit on the number of antlered bucks a hunter can kill each season.

- Statewide, when given a choice of what the limit on the number of antlered bucks should be, 50% of hunters indicated a limit of fewer than 5 bucks (2, 3, or 4 bucks), 42% of hunters indicated that the limit should be 5 bucks, and 6% of hunters indicated that there should be no limit or that the limit should be more than 5 bucks. There were no Game Zones in which more than 9% of deer hunters indicated there should be no limit or that the limit should be more than 5 bucks.

If a limit is placed on antlered bucks, which of the following limits on the number of bucks a hunter can kill each season in South Carolina would you prefer?

	Statewide	GZ 1	GZ 2	GZ 3	GZ 4	GZ 5	GZ 6
Some limit of fewer than 5 (i.e., 2, 3, or 4)	50	62	55	54	48	40	44
Exactly 5	42	34	40	40	46	51	44
More than 5 or no limit	6	3	4	4	5	7	9

Totals may not equal 100% because some hunters did not know what the buck limit should be.

- Statewide, when asked if they would support or oppose a tagging system that would enable buck limits to be enforced, 74% of deer hunters indicated that they would *support* a tagging program. There were no Game Zones in which more than 28% of deer hunters indicated that they would *oppose* a tagging system that would enable buck limits to be enforced.

If a limit is placed on the number of antlered bucks a hunter can kill each season in South Carolina, would you support or oppose a tagging system that would enable the buck limit to be enforced?

	Statewide	GZ 1	GZ 2	GZ 3	GZ 4	GZ 5	GZ 6
Support %	74	79	74	72	72	67	74
Oppose %	22	17	20	23	24	28	21

Totals may not equal 100% because some hunters were neutral concerning a tagging system.

- When asked what they would be willing to pay for a tagging system under which revenue generated would be used to administer the tagging system and for deer research and management, 75% of deer hunters indicated that they *would* be willing to pay \$10, while 67% would be willing to pay \$15, and 43% would be willing to pay \$20. There were no Game Zones in which more than 27% of deer hunters indicated that they would not be willing to pay some amount for a tagging system provided that funds were used to administer the system and for deer research and management.

If the Department recommends using a tagging system to enable the antlered buck limit to be enforced, fees for the issued tags would be used by the Department to administer the tagging system as well as for deer research and management. The set of tags would contain as many tags as the limit on the number of bucks a hunter can kill each season and some number of doe tags as needed for proper management each season. Knowing this, what would you be willing to pay for a set of tags?

	Statewide	GZ 1	GZ 2	GZ 3	GZ 4	GZ 5	GZ 6
\$10	75	74	74	66	78	75	75
\$15	67	66	65	56	71	65	67
\$20	43	43	39	35	48	44	44
Unwilling to pay	21	20	21	27	19	21	22

Totals do not equal 100% because the first data row is inclusive of the second and third data rows (for example, the 75% overall willing to pay \$10 includes the 67% willing to pay \$15, and so forth).

- Statewide, 62% of deer hunters *supported* limiting the harvest of bucks based on antler criteria, such as antler points or antler spread, in an effort to reduce the harvest of young bucks. Hunters were told that an antler restriction may or may not be used in conjunction with a limit on the number of bucks a hunter can kill each season. There were no Game Zones in which more than 38% of deer hunters indicated that they would *oppose* limiting the harvest of bucks using antler criteria in order to reduce the harvest of young bucks.

Would you support or oppose limiting the harvest of bucks based on antler criteria, such as a minimum number of points, a specified antler spread, or a combination of both, to reduce the harvest of young bucks? Antler criteria may or may not be used in conjunction with a limit on the number of bucks a hunter can kill each season.

	Statewide	GZ 1	GZ 2	GZ 3	GZ 4	GZ 5	GZ 6
Support %	62	63	63	57	63	60	63
Oppose %	31	31	31	38	31	33	31

Totals may not equal 100% because some hunters were neutral concerning antler restrictions.

OPINIONS ON TURKEY HUNTING REGULATIONS

- Just under a third of the deer hunters in the survey (31%) had hunted wild turkey in the spring 2010 season as well; 69% had not.
- Statewide, 81% of hunters who hunted turkey in 2010 indicated that they *would* be willing to pay \$5 for a set of turkey tags if the funds from fees were used to administer the tag program and for turkey research and management. In no Game Zones did more than 23% of turkey hunters indicate that they would *not* be willing to pay \$5 for a set of turkey tags if funds from fees were used to administer the tag program and for turkey research and management.

Would you be willing to pay a \$5 fee for a set of turkey tags if funds from the fees were used to administer the tag program and for turkey research and management?

	Statewide	GZ 1	GZ 2	GZ 3	GZ 4	GZ 5	GZ 6
Support %	81	77	83	81	77	76	83
Oppose %	18	21	17	19	23	20	17

Totals may not equal 100% because some hunters did not know if they would be willing to pay.

TABLE OF CONTENTS

Introduction and Methodology	1
Opinions on Deer Hunting Regulations	7
Opinions on Turkey Hunting Regulations	25
Demographic Data	31
Appendix A: Crosstabulation by Game Zone in Which Hunter Most Commonly Hunted	45
Appendix B: Survey Instrument	63
About Responsive Management	79

INTRODUCTION AND METHODOLOGY

This study was conducted for the South Carolina Department of Natural Resources (SCDNR) to determine deer hunters' opinions on harvest limits and regulations regarding tagging harvested wildlife. The study entailed a telephone survey of licensed deer hunters. Specific aspects of the research methodology are discussed below.

For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among the sample (both landlines and cell phones were called). Additionally, telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. Telephone surveys also have fewer negative effects on the environment than do mail surveys because of reduced use of paper and reduced energy consumption for delivering and returning the questionnaires.

A central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of natural resources and outdoor recreation. The telephone survey questionnaire was developed cooperatively by Responsive Management and the SCDNR. Responsive Management conducted a pre-test of the questionnaire to ensure proper wording, flow, and logic in the survey.

To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers and other professional staff conducted project briefings with the interviewers prior to the administration of this survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey instrument, reading of the survey instrument, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey instrument. The Survey Center Managers and statisticians monitored the data collection, including monitoring of the actual telephone interviews without the interviewers' knowledge, to evaluate the performance of each interviewer and ensure the integrity of the data. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians checked each completed survey to ensure clarity and completeness.

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in May 2010. Responsive Management obtained a total of 3,663 completed interviews.

The response rate was 59%, based on 3,663 completed interviews out of 6,228 valid telephone numbers. The tabulations below shows the calling effort.

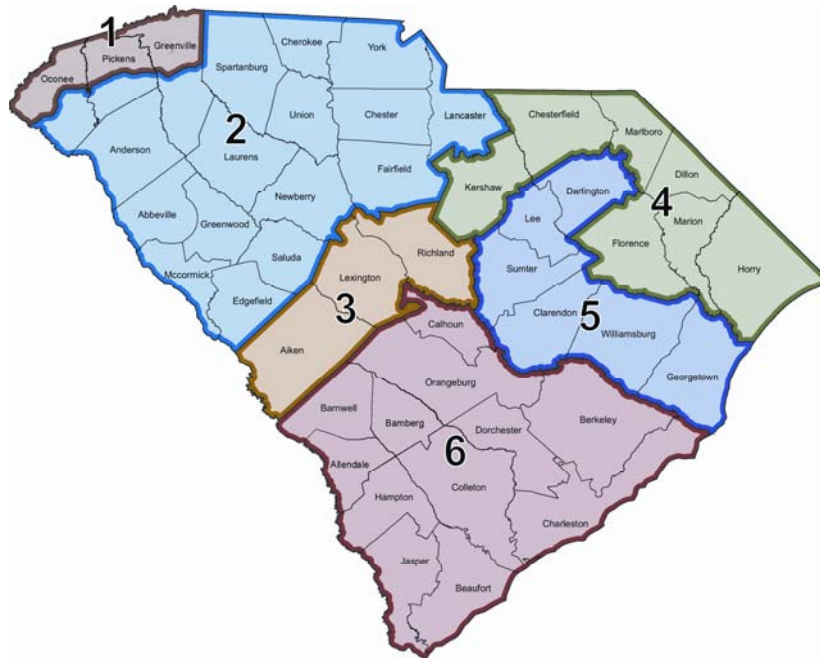
	Completed Interviews	Terminated Interviews	Refusals	No answer, answering machines, "soft" refusals	Non-valid telephone numbers ¹
Number of Calls	3,663	21	148	2,396	1,884

¹Includes such things as business numbers where the person was no longer employed and numbers that had been disconnected.

The software used for data collection was Questionnaire Programming Language (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey instrument was programmed so that QPL branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection. The analysis of data was performed using Statistical Package for the Social Sciences as well as proprietary software developed by Responsive Management. The results were weighted by game zone and by license type to be proportional to the total population of deer hunters.

The results of all of the questions in the survey were crosstabulated by South Carolina's Game Zones. One crosstabulation is according to the Game Zone in which the resident lives (residents were assigned Game Zones in the database from which the sample was drawn); these graphs are shown following each graph of the overall results. A second crosstabulation is according to the Game Zone in which the hunter had most commonly hunted; these are shown in Appendix A. The six Game Zones are shown on the map and tabulation that follow.

Map of Game Zones in South Carolina



South Carolina Game Zones		
Game Zone 1	Game Zone 3	Game Zone 6
• Greenville (partial)	• Aiken	• Allendale
• Oconee (partial)	• Lexington	• Bamberg
• Pickens (partial)	• Richland	• Barnwell
		• Beaufort
Game Zone 2	Game Zone 4	• Berkeley
• Abbeville	• Chesterfield	• Calhoun
• Anderson	• Dillon	• Charleston
• Cherokee	• Florence	• Colleton
• Chester	• Horry	• Dorchester
• Edgefield	• Kershaw	• Hampton
• Fairfield	• Marion	• Jasper
• Greenville (partial)	• Marlboro	• Orangeburg
• Greenwood		
• Lancaster	Game Zone 5	
• Laurens	• Clarendon	
• McCormick	• Darlington	
• Newberry	• Georgetown	
• Oconee (partial)	• Lee	
• Pickens (partial)	• Sumter	
• Saluda	• Williamsburg	
• Spartanburg		
• Union		
• York		

Because the Game Zones cross county boundaries along one Game Zone border, the Game Zone in which the hunter most commonly hunted could not be precisely determined for Game Zones 1 and 2. In the crosstabulation by Game Zone most commonly hunted (respondents named the *county* in which they most commonly hunted rather than the *Game Zone*), Game Zone 1 is not shown, although a category was added titled “Greenville, Oconee, and Pickens Counties” that can serve as a proxy for Game Zone 1. Additionally, Game Zone 2 is shown with an asterisk to indicate that it does not include the small portions of Oconee and Pickens Counties and the portion of Greenville County that should be included in Game Zone 2; note that Game Zone 2 includes in their entirety the 15 other counties that are in it, so its missing portion is relatively small.

For this report, a nonparametric analysis examined how the various responses related to other responses. For selected questions, the analysis examined, by means of z-scores, relationships to answers to other questions. A positive z-score means that the response and characteristic are positively related; a negative z-score means that the response and characteristic are negatively related.

The z-score shows the strength of the relationship between the characteristic and the response to the question. Those z-scores that have an absolute value of 3.30 or greater indicate a relationship that is so strong that it would happen by chance only 1 out of 1,000 times ($p \leq 0.001$). Those z-scores that have an absolute value of 2.58 to 3.29 indicate a relationship that is so strong that it would happen by chance only 1 out of 100 times ($p \leq 0.01$). Finally, those z-scores that have an absolute value of 1.96 to 2.57 indicate a relationship that is so strong that it would happen by chance only 5 out of 100 times ($p \leq 0.05$).

The z-scores were calculated as shown in the formula below.

$$z = \frac{(p_1 - p_2)}{\sqrt{p(1-p) \left[\frac{1}{n_1} + \frac{1}{n_2} \right]}}$$

where: n_1 represents the number of observations in Group 1.
 n_2 represents the number of observations in Group 2.
 $p_1 = a/(a + b) = a/n_1$ and represents the proportion of observations in Group 1 that falls in Cell a . It is employed to estimate the population proportion Π_1 (% of Group 1 who had specific characteristic).
 $p_2 = c/(c + d) = c/n_2$ and represents the proportion of observations in Group 2 that falls in Cell c . It is employed to estimate the population proportion Π_2 (% of Group 2 who had specific characteristic).
 $p = (a + c)/(n_1 + n_2) = (a + c)/n$ and is a pooled estimate of the proportion of respondents who had specific characteristic in the underlying population.

(Equation from *Handbook of Parametric and Nonparametric Statistical Procedures*, 2nd Edition by David J. Sheskin. © 2000, Chapman & Hall/CRC, Boca Raton, FL.)

The variables that were run in the nonparametric analysis are tabulated on the following page. The nonparametric analysis results are presented following each pertinent graph for six of the most relevant variable sets. For each of the variable sets presented, note that *all* of the variables in the tabulation on the following page were tested for statistical significance. In those nonparametric analysis results, if a variable set has no statistically significant correlation to a particular variable, none of the statements of correlation will be shown for that variable. For example, if gender is not statistically correlated to a particular variable, then neither “Is male”

nor “Is female” will show up in the results for that particular variable. Page 40 shows one such instance: gender is not statistically correlated to “Living in Game Zone 1” (in other words, those living *in* Game Zone 1 are not statistically different from those living *outside* of Game Zone 1 regarding the gender split); for this reason, neither “Is male” nor “Is female” is shown as being correlated to “Living in Game Zone 1.”

Variables Run in the Nonparametric Analysis	
Variable Set	Statements of Correlation Related to This Variable Set
Support or Opposition to Limits	Strongly or moderately supports limit on number of antlered bucks hunter can kill each season
	Strongly or moderately opposes limit on number of antlered bucks hunter can kill each season
Limit Preference	Prefers a limit of 2 - 4 bucks that a hunter can kill each season in South Carolina
	Prefers a limit of 4 - 5 bucks that a hunter can kill each season in South Carolina
	Prefers a limit of 6 - 25 bucks that a hunter can kill each season in South Carolina
	Thinks hunters should not have a limit on the number of antlered bucks taken during each season in South Carolina
Support or Opposition to Tagging System	Strongly or moderately supports tagging system that would enable the buck limit to be enforced
	Strongly or moderately opposes tagging system that would enable the buck limit to be enforced
Amount Willing to Pay for Deer Tags	Would be willing to pay \$15 for a set of tags
	Would not be willing to pay \$15 for a set of tags
	Would be willing to pay \$20 for a set of tags
	Would not be willing to pay \$20 for a set of tags
	Would be willing to pay \$10 for a set of tags
	Would not be willing to pay \$10 for a set of tags
	Would not be willing to pay any money for a set of tags
Support or Opposition to Antler Criteria	Strongly or moderately supports limiting the harvest of bucks based on antler criteria
	Strongly or moderately opposes limiting the harvest of bucks based on antler criteria
Hunted Turkey	Hunted turkey in South Carolina during the most recent turkey season
	Did not hunt turkey in South Carolina during the most recent turkey season
Willing to Pay for Turkey Tags	Would be willing to pay a \$5 fee for a set of turkey tags
	Would not be willing to pay a \$5 fee for a set of turkey tags
Age	Is 18-25 years old
	Is 26-45 years old
	Is 46-64 years old
	Is 65 years old or older
Gender	Is male
	Is female
Game Zone	Lives in Game Zone 1
	Lives in Game Zone 2
	Lives in Game Zone 3
	Lives in Game Zone 4
	Lives in Game Zone 5
	Lives in Game Zone 6
License Type	Has a Resident Combination License
	Has a Resident Big Game Permit
	Has a Resident Sportsman License
	Has a Resident Junior Sportsman License

Throughout this report, findings of the telephone survey are reported at a 95% confidence interval (or higher). For the entire sample of licensed deer hunters, the sampling error is at most plus or minus 1.60 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall within plus or minus 1.60 percentage points of each other. Sampling error was calculated using the formula that follows, with a sample size of 3,663 and a population size of 148,437 license holders (whose license could be used to hunt deer). In each Game Zone, at least 600 surveys were completed (weighted to their proper proportions for the statewide totals), which provides a statistical reliability of from ± 3.74 percent to ± 3.94 percent at the Game Zone level.

Sampling Error Equation

$$B = \left(\sqrt{\frac{\frac{N_p(.25)}{N_s} - .25}{N_p - 1}} \right) (1.96)$$

Where: B = maximum sampling error (as decimal)
 N_p = population size (i.e., total number who could be surveyed)
 N_s = sample size (i.e., total number of respondents surveyed)

Derived from formula: p. 206 in Dillman, D. A. 2000. *Mail and Internet Surveys*. John Wiley & Sons, NY.

Note: This is a simplified version of the formula that calculates the maximum sampling error using a 50:50 split (the most conservative calculation because a 50:50 split would give maximum variation).

Note that some results may not sum to exactly 100% because of rounding. Additionally, rounding on the graphs may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “strongly support” and “moderately support” are summed to determine the total percentage in support).

OPINIONS ON DEER HUNTING REGULATIONS

- A large majority of deer hunters (70%) support a limit on the number of antlered bucks a hunter can kill each season in South Carolina; 23% oppose (the remainder give a neutral answer).

Do you support or oppose a limit on the number of antlered bucks a hunter can kill each season in South Carolina?

	Statewide	GZ 1	GZ 2	GZ 3	GZ 4	GZ 5	GZ 6
Support %	70	79	77	61	71	64	63
Oppose %	23	16	18	29	23	29	29

Totals may not equal 100% because some hunters were neutral concerning a limit on the number of antlered bucks a hunter can kill each season.

- The survey presented respondents with four plausible limits on antlered bucks (ranging from 2 up to 5) that might be placed, if limits are placed, and asked them to choose which they would prefer. Most commonly, they chose the highest limit of the four presented: 42% would prefer a limit of 5 bucks per season. However, 50% of hunters chose a buck limit that was less than 5 bucks per season.
 - Only 6% of hunters did not find any of the four options acceptable, and they were asked to name the limit of antlered bucks that they think a hunter should be allowed to kill. Nearly all of these respondents named a limit that was higher than 5 bucks, including those respondents who indicated that there should be *no limit*.

If a limit is placed on antlered bucks, which of the following limits on the number of bucks a hunter can kill each season in South Carolina would you prefer?

	Statewide	GZ 1	GZ 2	GZ 3	GZ 4	GZ 5	GZ 6
Some limit of fewer than 5 (i.e., 2, 3, or 4)	50	62	55	54	48	40	44
Exactly 5	42	34	40	40	46	51	44
More than 5 or no limit	6	3	4	4	5	7	9

Totals may not equal 100% because some hunters did not know what the buck limit should be.

- Respondents were asked if they would support or oppose a tagging system that would enable the buck limit to be enforced, if a buck limit were implemented. A large majority of deer hunters (74%) would support a tagging system; meanwhile, 22% would oppose.

If a limit is placed on the number of antlered bucks a hunter can kill each season in South Carolina, would you support or oppose a tagging system that would enable the buck limit to be enforced?

	Statewide	GZ 1	GZ 2	GZ 3	GZ 4	GZ 5	GZ 6
Support %	74	79	74	72	72	67	74
Oppose %	22	17	20	23	24	28	21

Totals may not equal 100% because some hunters were neutral concerning a tagging system.

- After being informed that a tagging system would be used by the SCDNR to administer the tagging system and conduct deer research and deer management, respondents were then asked if they would be willing to pay various amounts for a set of tags. Combining the results of all these questions, the researchers produced two graphs.
- The first graph indicates the percentage of the sample who said that they would pay each amount. This graph shows that 43% would be willing to pay \$20 for a set of tags, while 24% would be willing to pay \$15 (but not \$20). Summing the results shows that 67% would be willing to pay \$15 (because those willing to pay \$20 would, obviously, be willing to pay \$15). Similarly, cumulatively, 75% would be willing to pay \$10. Note that 21% are not willing to pay anything.
 - The second graph shows the converse of the above data in a line graph. It shows the percent who would *not* be willing to pay the set amount. This graph shows that the line of “unwillingness” crosses the 50% mark at about \$19, meaning that once the fee reaches \$19 for a set of tags, half of deer hunters indicate that they would not be willing to pay that amount.

If the Department recommends using a tagging system to enable the antlered buck limit to be enforced, fees for the issued tags would be used by the Department to administer the tagging system as well as for deer research and management. The set of tags would contain as many tags as the limit on the number of bucks a hunter can kill each season and some number of doe tags as needed for proper management each season. Knowing this, what would you be willing to pay for a set of tags?

	Statewide	GZ 1	GZ 2	GZ 3	GZ 4	GZ 5	GZ 6
\$10	75	74	74	66	78	75	75
\$15	67	66	65	56	71	65	67
\$20	43	43	39	35	48	44	44
Unwilling to pay	21	20	21	27	19	21	22

Totals do not equal 100% because the first data row is inclusive of the second and third data rows (for example, the 75% overall willing to pay \$10 includes the 67% willing to pay \$15, and so forth).

- A majority of deer hunters (62%) would support limiting the harvest of bucks based on antler criteria, such as antler points or antler spread, to reduce the harvest of young bucks. However, just under a third (31%) would oppose. (The remainder give a neutral answer.)

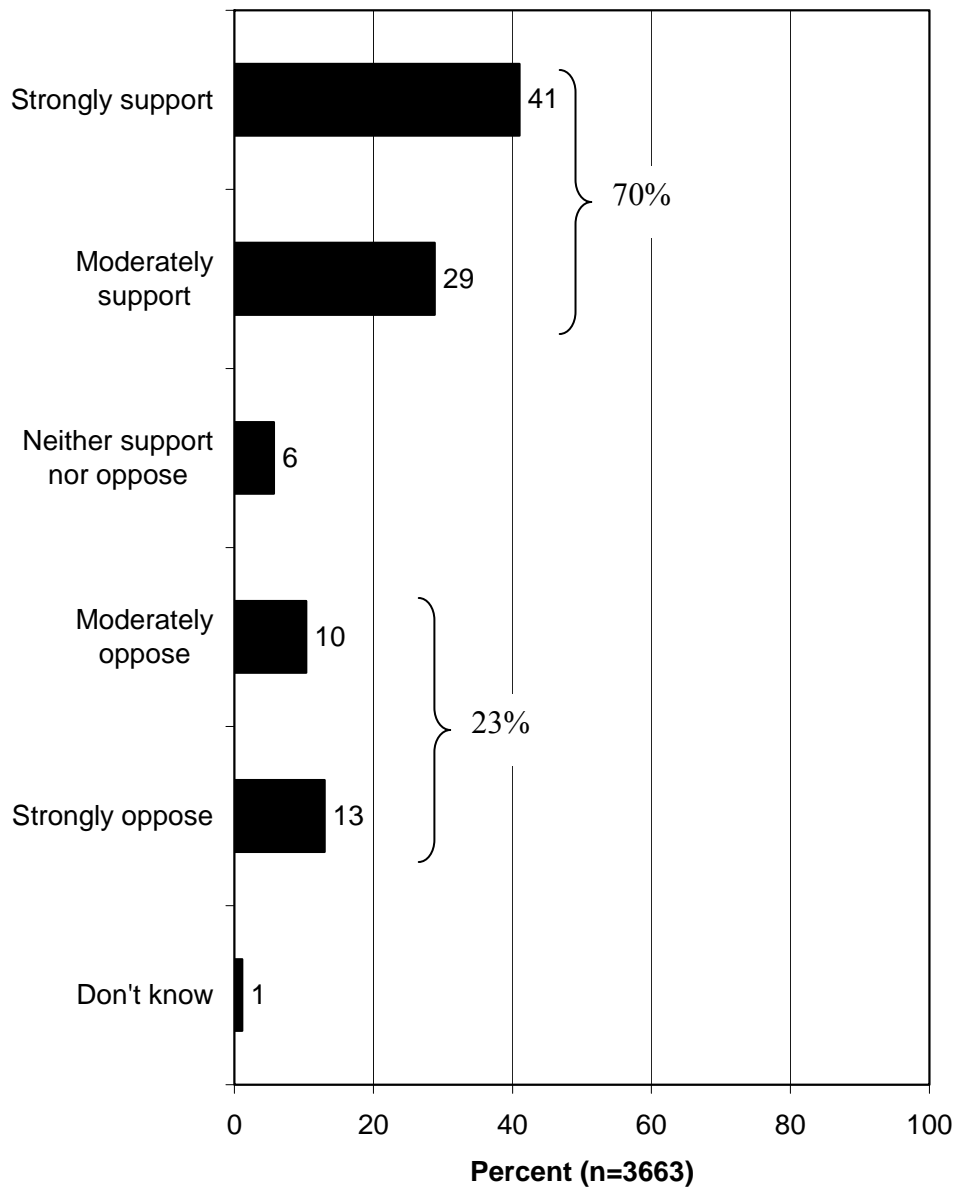
Would you support or oppose limiting the harvest of bucks based on antler criteria, such as a minimum number of points, a specified antler spread, or a combination of both, to reduce the harvest of young bucks? Antler criteria may or may not be used in conjunction with a limit on the number of bucks a hunter can kill each season.

	Statewide	GZ 1	GZ 2	GZ 3	GZ 4	GZ 5	GZ 6
Support %	62	63	63	57	63	60	63
Oppose %	31	31	31	38	31	33	31

Totals may not equal 100% because some hunters were neutral concerning antler restrictions.

RESULTS AT STATEWIDE LEVEL

Q13. Do you support or oppose a limit on the number of antlered bucks a hunter can kill each season in South Carolina?



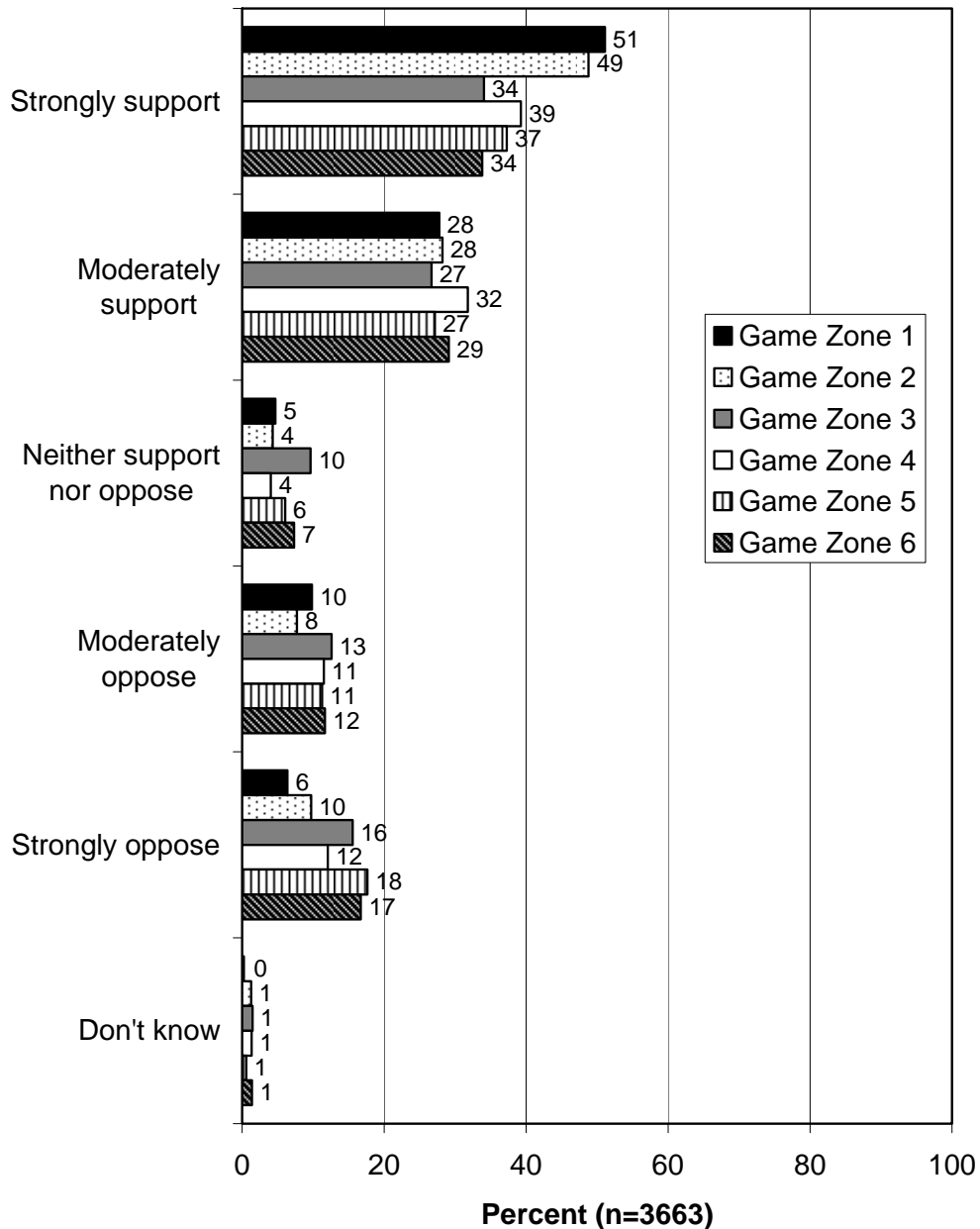
- As shown, statewide, 70% of deer hunters *support* a limit on the number of antlered bucks a hunter can kill each year, 23% oppose a limit, and 6% are uncommitted on the issue.

- The nonparametric analysis found that the following responses are correlated with strongly or moderately supporting a limit on the number of antlered bucks a hunter can kill each season:
 - Prefers a limit of 2 - 4 bucks that a hunter can kill each season in South Carolina ($p < 0.001$).
 - Strongly or moderately supports limiting the harvest of bucks based on antler criteria ($p < 0.001$).
 - Strongly or moderately supports a tagging system that would enable the buck limit to be enforced ($p < 0.001$).
 - Would be willing to pay \$10 ($p < 0.001$) or \$15 for a set of deer tags ($p < 0.001$).
 - Hunted turkey in South Carolina during the most recent turkey season ($p < 0.001$).
 - Would be willing to pay a \$5 fee for a set of turkey tags ($p < 0.001$).
 - Has a Resident Sportsman License ($p < 0.001$).
 - Lives in Game Zone 2 ($p < 0.001$) or Game Zone 1 ($p < 0.001$).
 - Is 26-45 years old ($p < 0.05$).
 - Is male ($p < 0.05$).

- The nonparametric analysis found that the following responses are correlated with strongly or moderately opposing a limit on the number of antlered bucks a hunter can kill each season:
 - Prefers a limit of 4-5 bucks that a hunter can kill each season in South Carolina ($p < 0.001$), or thinks hunters should not have a limit on the number of antlered bucks taken during each season in South Carolina ($p < 0.001$).
 - Strongly or moderately opposes limiting the harvest of bucks based on antler criteria ($p < 0.001$).
 - Strongly or moderately opposes a tagging system that would enable the buck limit to be enforced ($p < 0.001$).
 - Would not be willing to pay \$15 ($p < 0.001$), \$10 ($p < 0.001$), or any money for a set of deer tags ($p < 0.01$).
 - Did not hunt turkey in South Carolina during the most recent turkey season ($p < 0.01$).
 - Would not be willing to pay a \$5 fee for a set of turkey tags ($p < 0.001$).
 - Has a Resident Combination License ($p < 0.05$).
 - Lives in Game Zone 6 ($p < 0.001$) or Game Zone 5 ($p < 0.05$).

RESULTS AT GAME ZONE LEVEL

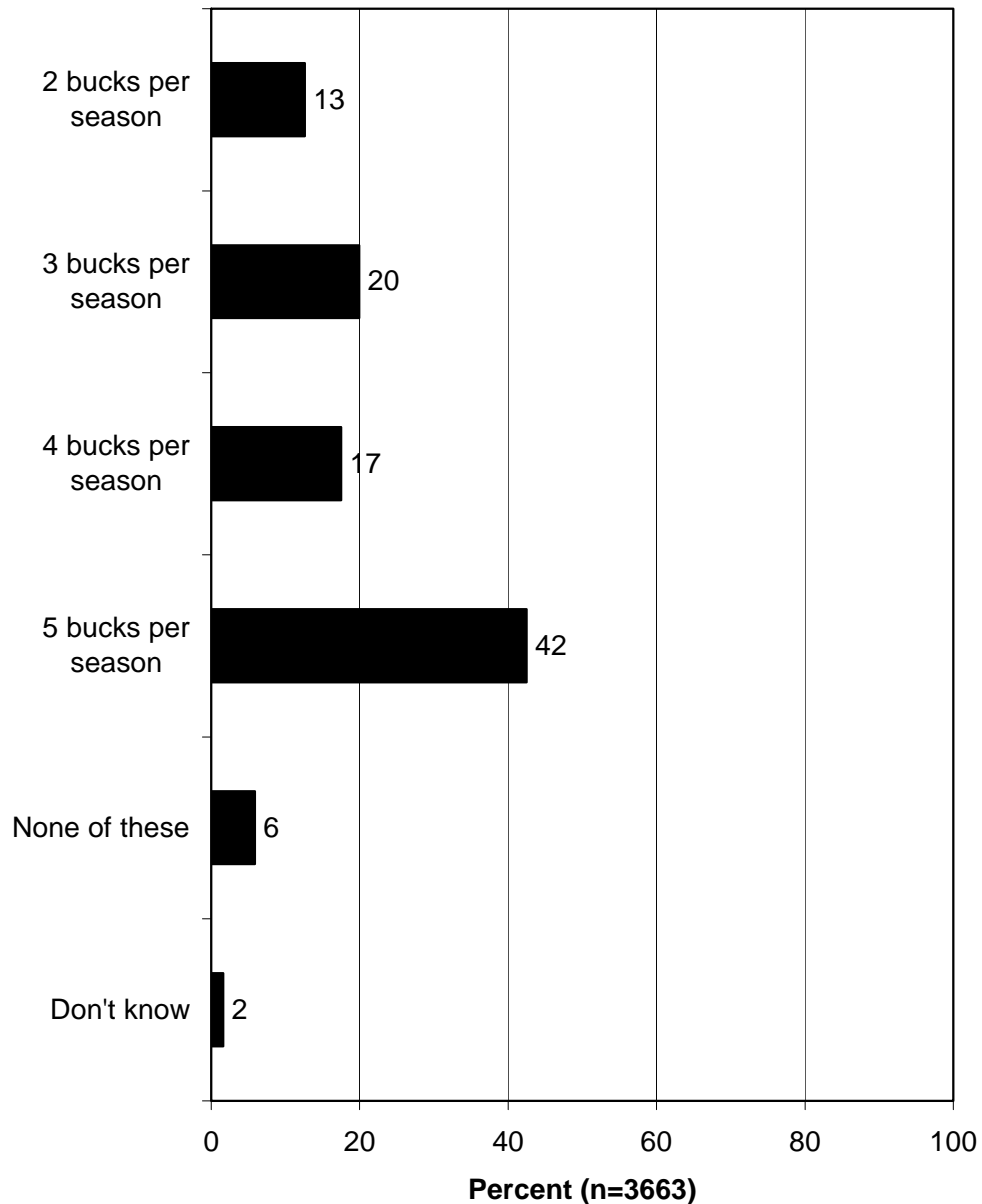
Q13. Do you support or oppose a limit on the number of antlered bucks a hunter can kill each season in South Carolina?



- As shown, there were no Game Zones in which more than 29% of deer hunters opposed a limit on the number of antlered bucks a hunter can kill each year.

RESULTS AT STATEWIDE LEVEL

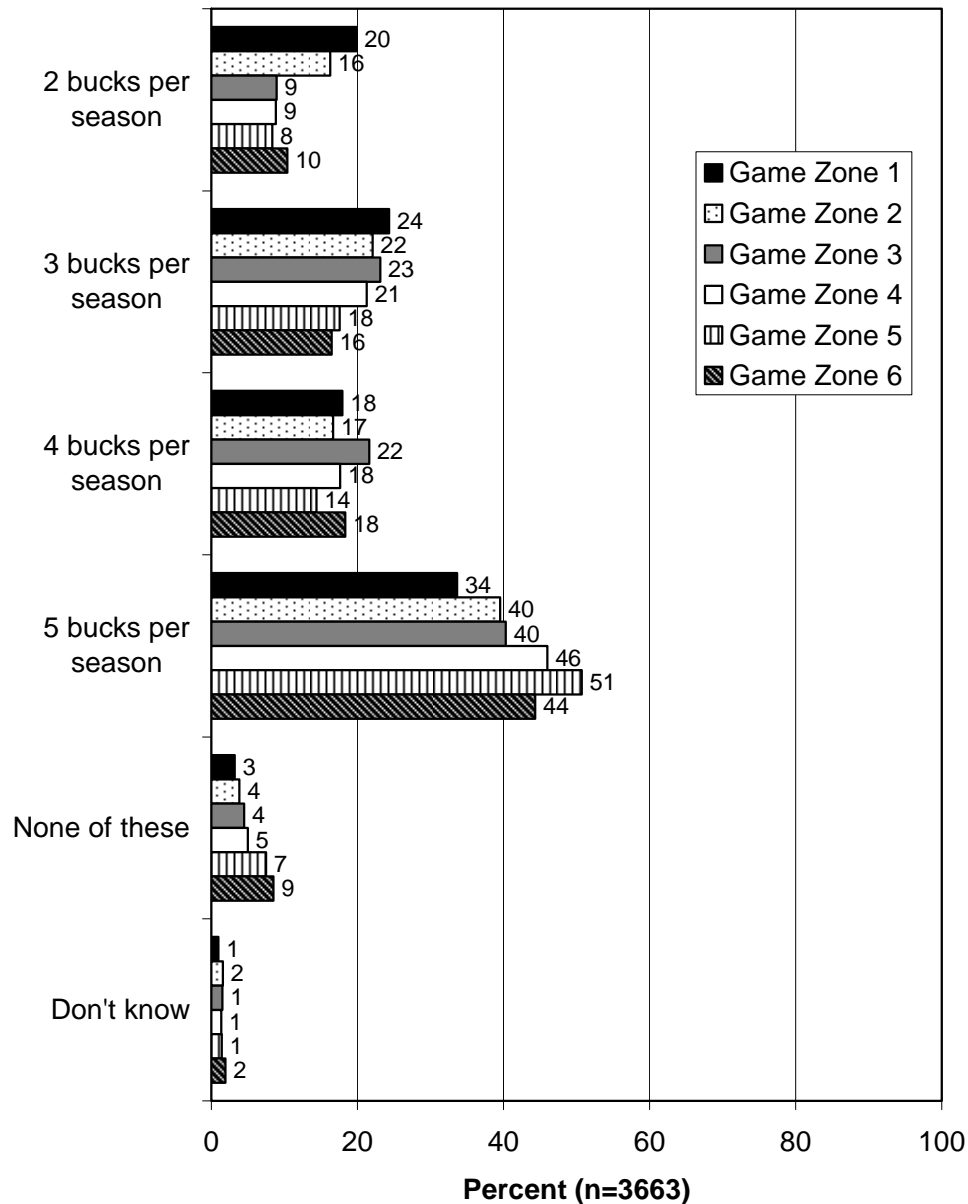
Q14. If a limit is placed on antlered bucks, which of the following limits on the number of bucks a hunter can kill each season in South Carolina would you prefer? How about...?



- As shown, when given the opportunity to specify the limit on antlered deer, 6% of deer hunters statewide indicated there should be no limit or that the limit should be more than 5 bucks.

RESULTS AT GAME ZONE LEVEL

Q14. If a limit is placed on antlered bucks, which of the following limits on the number of bucks a hunter can kill each season in South Carolina would you prefer? How about...?

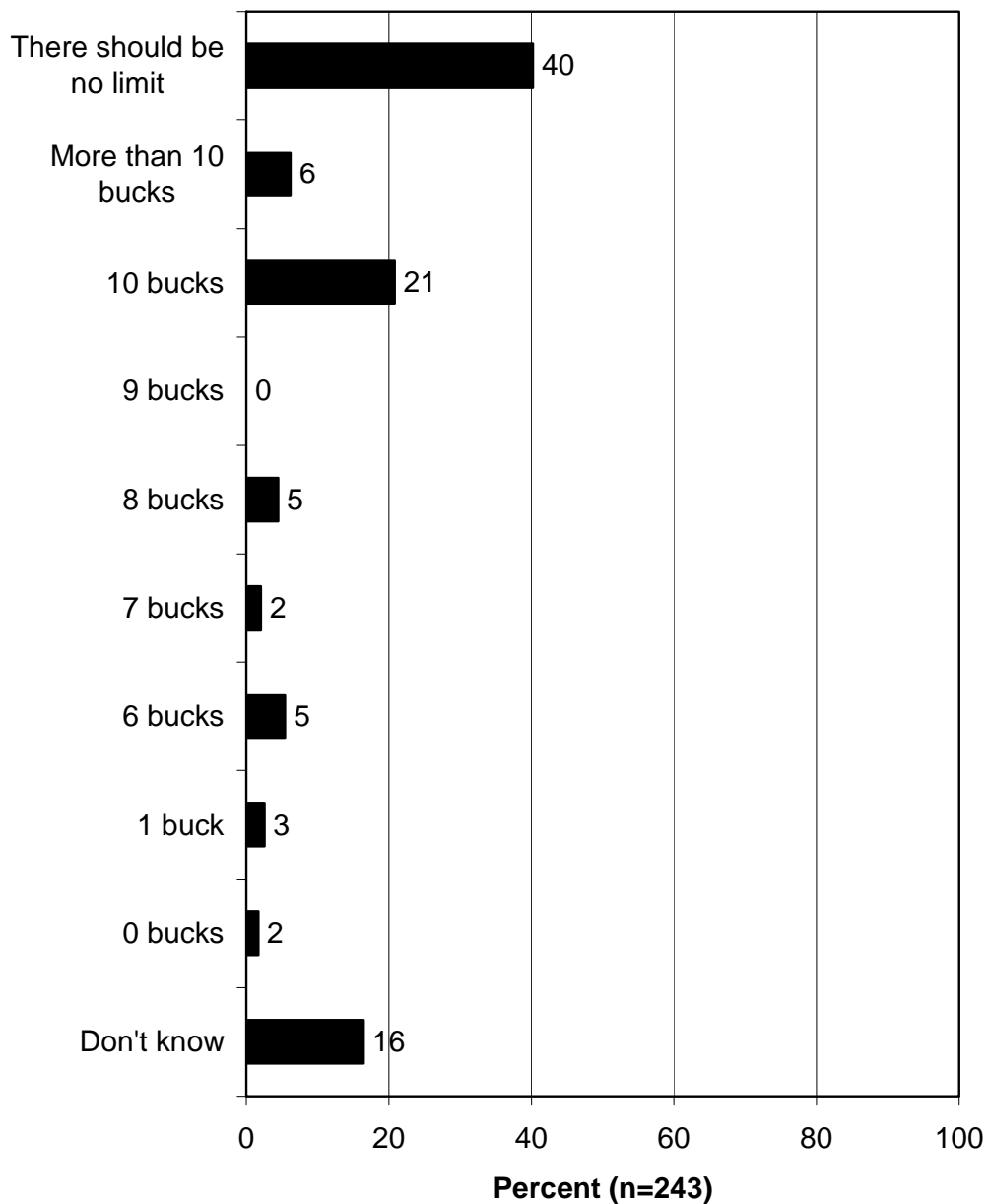


- As shown, when given the opportunity to specify the limit on antlered deer, there were no Game Zones in which more than 9% of deer hunters indicated there should be no limit or that the limit should be more than 5 bucks.

RESULTS AT STATEWIDE LEVEL

Q15. How many antlered bucks do you think a hunter should be limited to during each season in South Carolina?

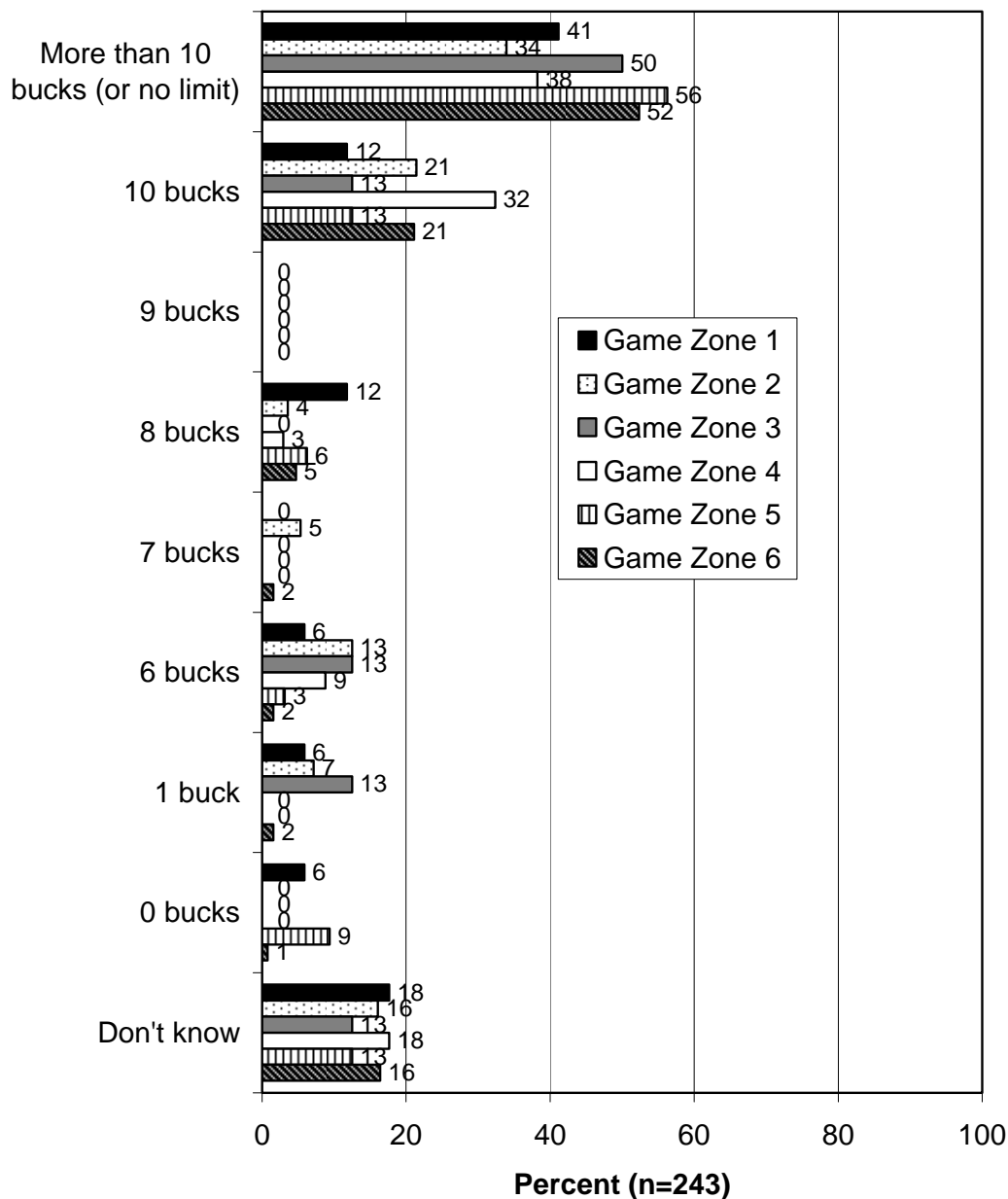
(Asked of the 6% of hunters that said they did not support one of the antlered deer limit options).



RESULTS AT GAME ZONE LEVEL

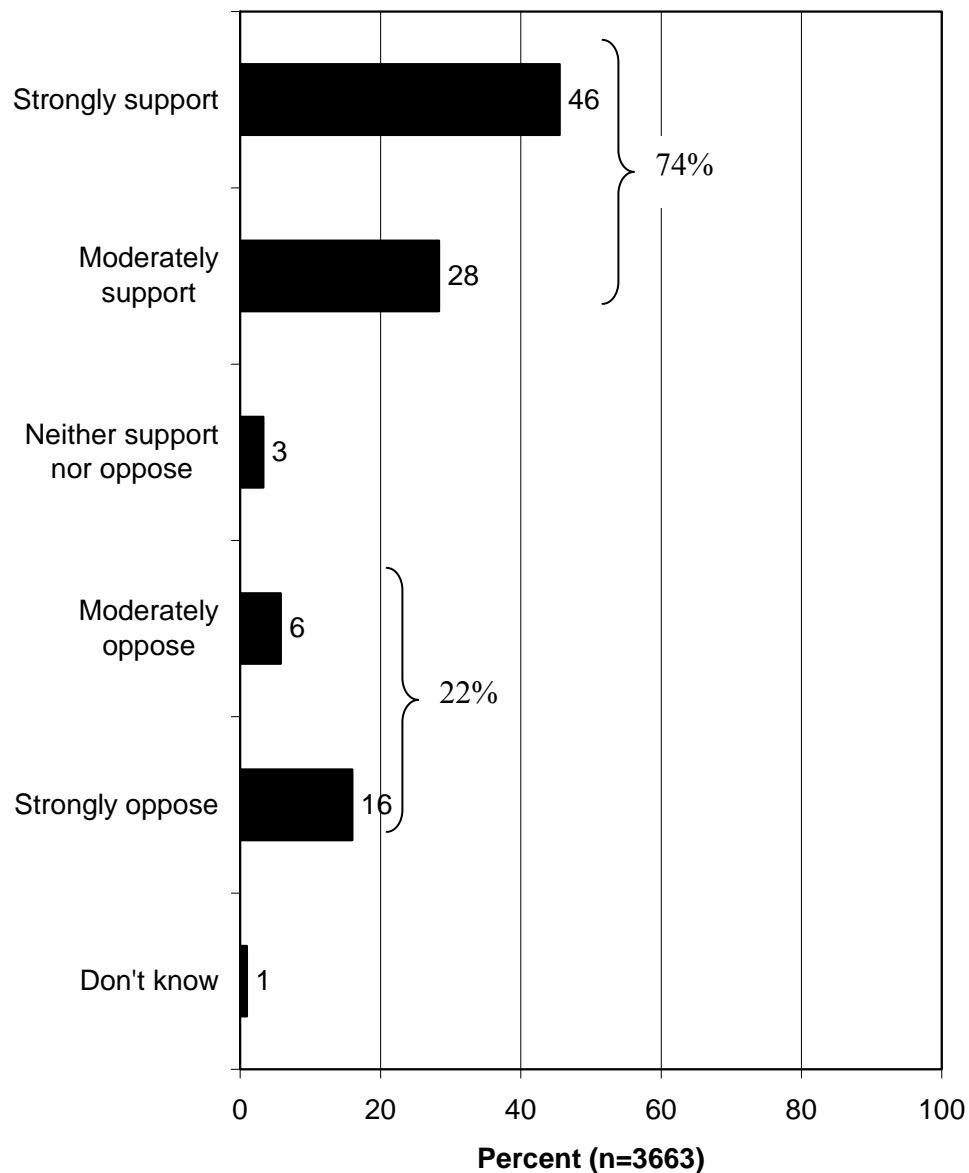
Q15. How many antlered bucks do you think a hunter should be limited to during each season in South Carolina?

(Asked of the 6% of hunters that said they did not support one of the antlered deer limit options).



RESULTS AT STATEWIDE LEVEL

Q18. If a limit is placed on the number of antlered bucks a hunter can kill each season in South Carolina, would you support or oppose a tagging system that would enable the buck limit to be enforced?



- As shown, statewide, when asked if they would support or oppose a tagging system that would enable buck limits to be enforced, 74% of deer hunters indicated that they would support a tagging program.

The nonparametric analysis found that the following responses are correlated with strongly or moderately supporting a tagging system that would enable the buck limit to be enforced:

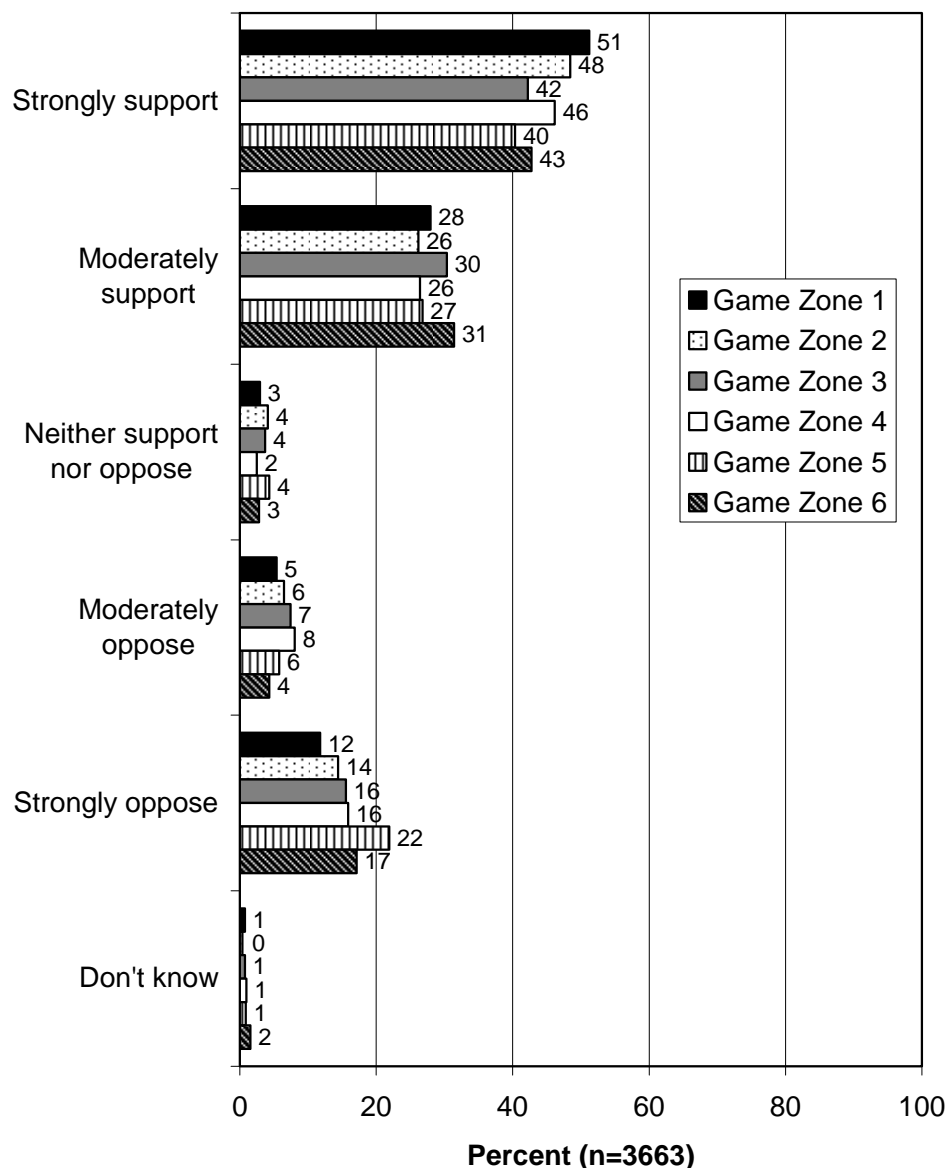
- Strongly or moderately supports a limit on the number of antlered bucks a hunter can kill each season ($p < 0.001$).
- Prefers a limit of 2 - 4 bucks that a hunter can kill each season in South Carolina ($p < 0.001$).
- Strongly or moderately supports limiting the harvest of bucks based on antler criteria ($p < 0.001$).
- Would be willing to pay \$15 ($p < 0.001$), \$20 ($p < 0.001$), or \$10 for a set of deer tags ($p < 0.001$).
- Hunted turkey in South Carolina during the most recent turkey season ($p < 0.001$).
- Would be willing to pay a \$5 fee for a set of turkey tags ($p < 0.001$).
- Has a Resident Sportsman License ($p < 0.001$).
- Lives in Game Zone 1 ($p < 0.01$).
- Is 26-45 years old ($p < 0.01$).
- Is male ($p < 0.001$).

➤ The nonparametric analysis found that the following responses are correlated with strongly or moderately opposing a tagging system that would enable the buck limit to be enforced:

- Strongly or moderately opposes a limit on the number of antlered bucks a hunter can kill each season ($p < 0.001$).
- Prefers a limit of 4-5 ($p < 0.001$) or 6-25 bucks that a hunter can kill each season in South Carolina ($p < 0.05$).
- Strongly or moderately opposes limiting the harvest of bucks based on antler criteria ($p < 0.001$).
- Would not be willing to pay \$15 ($p < 0.001$), \$10 ($p < 0.001$), \$20 ($p < 0.001$), or any money for a set of deer tags ($p < 0.001$).
- Did not hunt turkey in South Carolina during the most recent turkey season ($p < 0.001$).
- Would not be willing to pay a \$5 fee for a set of turkey tags ($p < 0.001$).
- Has a Resident Junior Sportsman License ($p < 0.05$) or a Resident Combination License ($p < 0.05$).
- Lives in Game Zone 5 ($p < 0.01$).
- Is 46-64 years old ($p < 0.05$).
- Is female ($p < 0.01$).

RESULTS AT GAME ZONE LEVEL

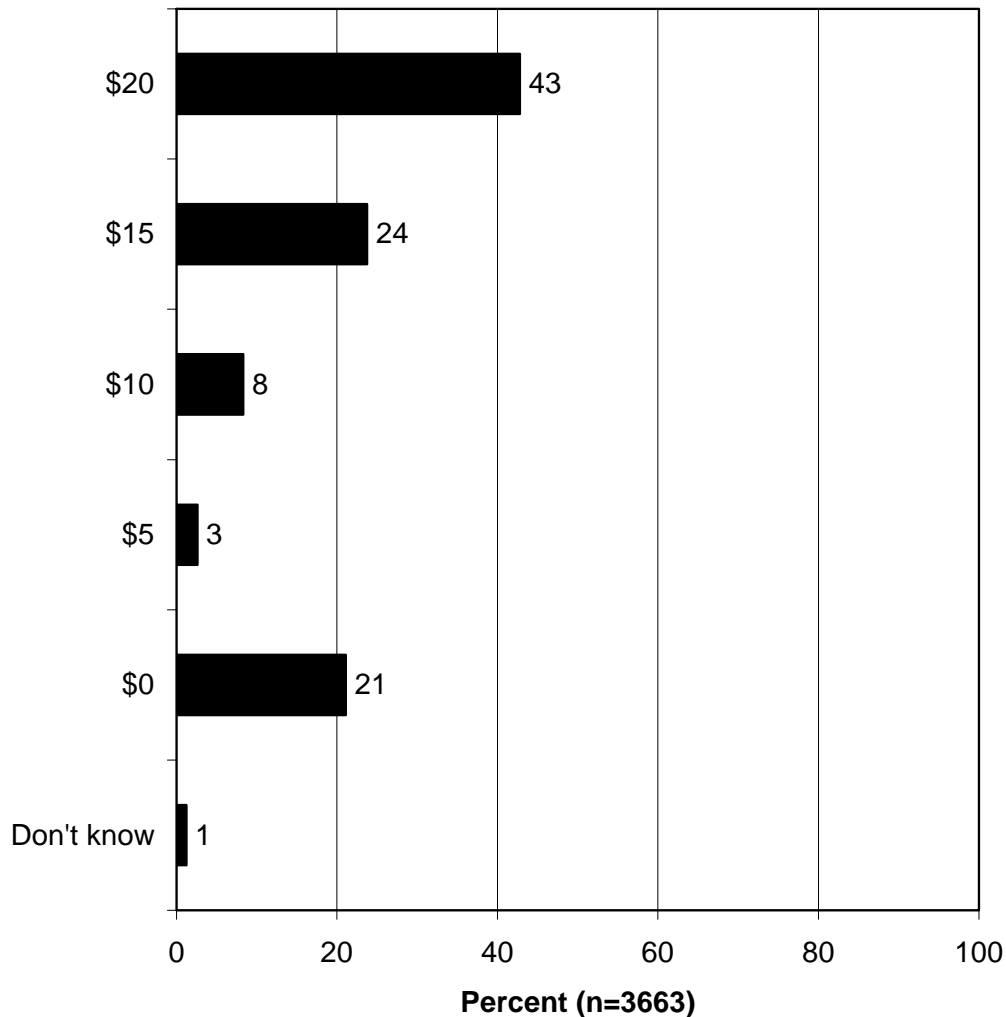
Q18. If a limit is placed on the number of antlered bucks a hunter can kill each season in South Carolina, would you support or oppose a tagging system that would enable the buck limit to be enforced?



- As shown, there were no Game Zones in which more than 28% of deer hunters indicated that they would *oppose* a tagging system that would enable buck limits to be enforced.

RESULTS AT STATEWIDE LEVEL

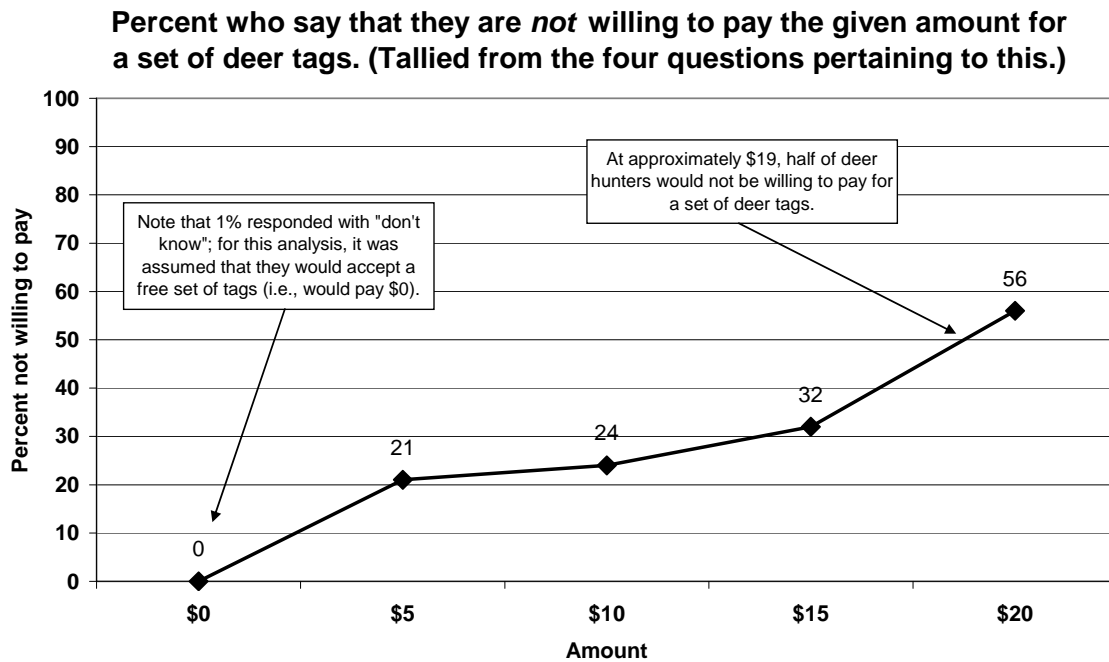
Q20/21/22/23. Amount respondents say that they would be willing to pay for a set of tags. (Tallied from the four questions pertaining to this.)



Prior to these questions, respondents were informed:

"If the Department recommends using a tagging system to enable the antlered buck limit to be enforced, fees for issued tags would be used by the Department to administer the tagging system as well as for deer research and management. The set of tags would contain as many tags as the limit on the number of bucks a hunter can kill each season and some number of doe tags as needed for proper management each season."

- As shown, statewide, 75% of deer hunters indicated that they *would* be willing to pay \$10, while 67% would be willing to pay \$15, and 43% would be willing to pay \$20.

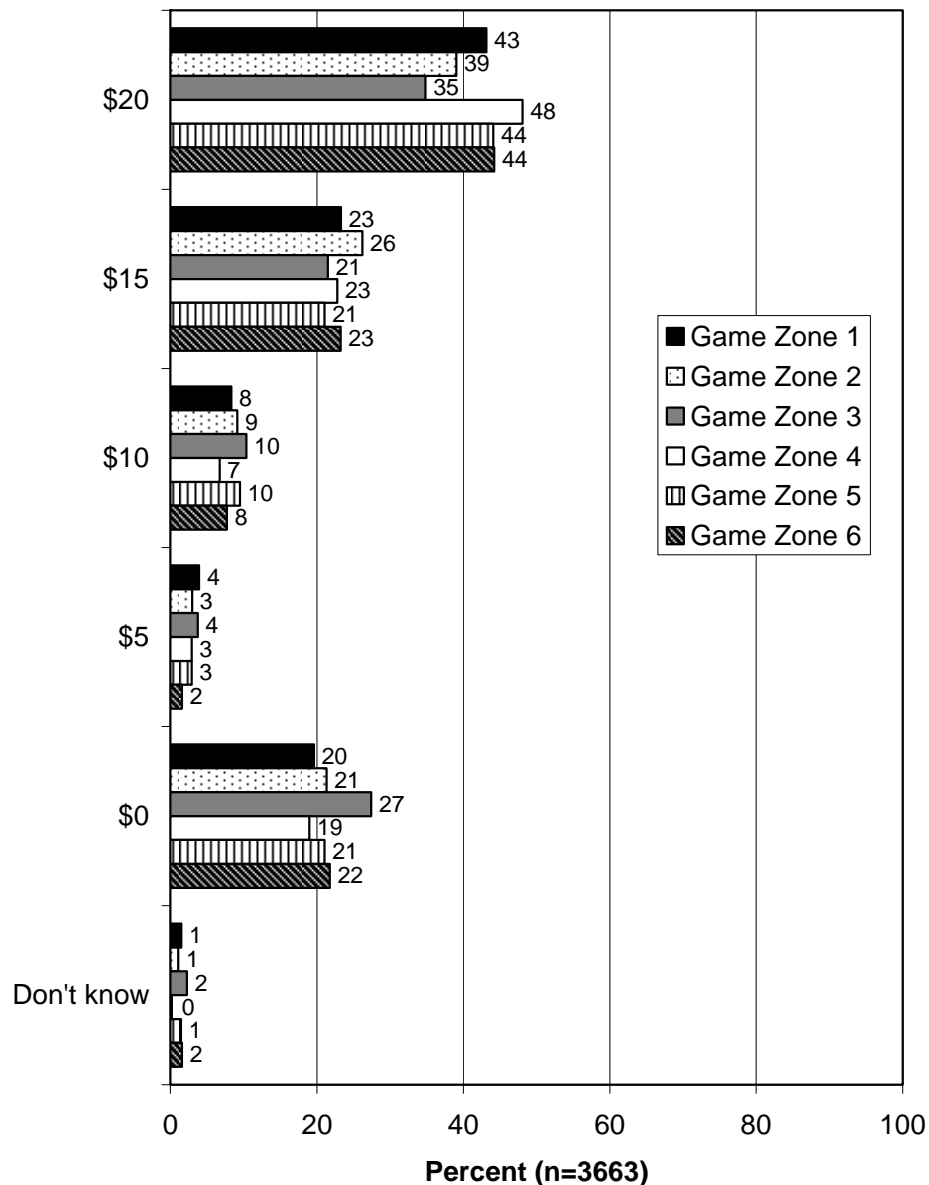


Prior to these questions, respondents were informed:

"If the Department recommends using a tagging system to enable the antlered buck limit to be enforced, fees for issued tags would be used by the Department to administer the tagging system as well as for deer research and management. The set of tags would contain as many tags as the limit on the number of bucks a hunter can kill each season and some number of doe tags as needed for proper management each season."

RESULTS AT GAME ZONE LEVEL

Q20/21/22/23. Amount respondents say that they would be willing to pay for a set of tags. (Tallied from the four questions pertaining to this.)

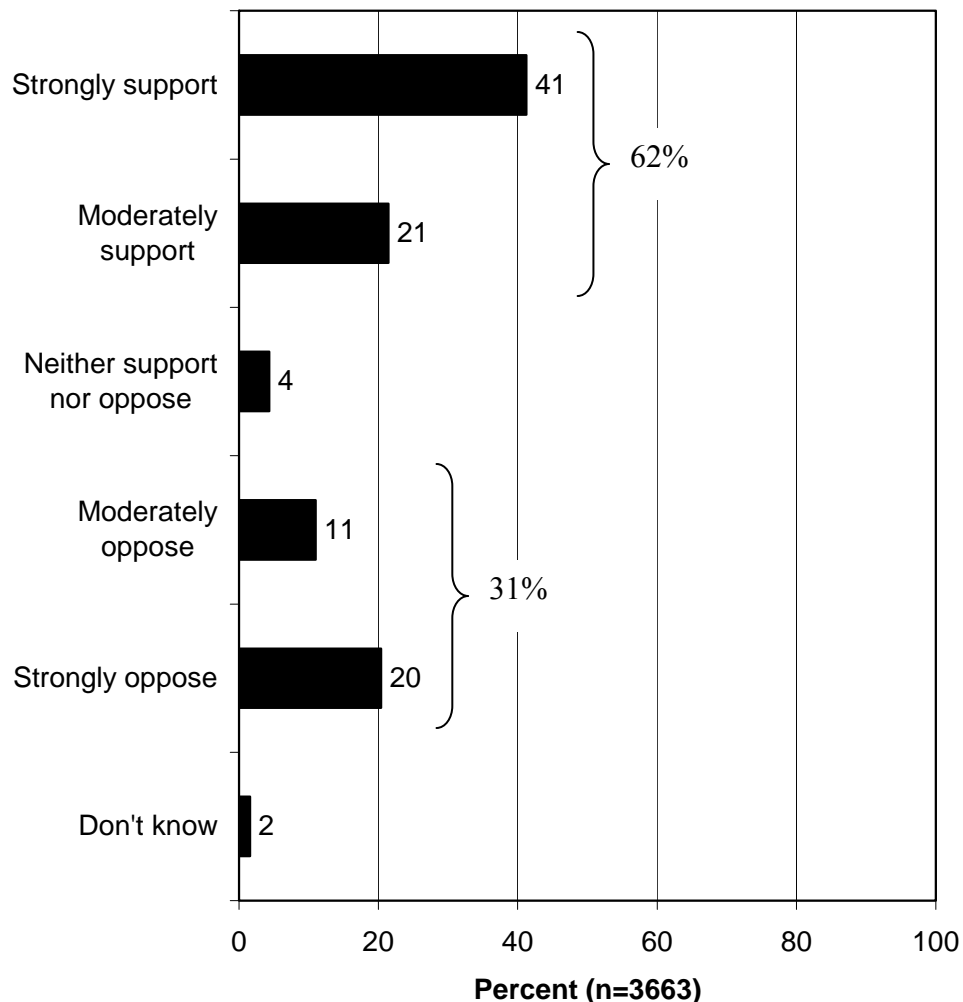


- As shown, there were no Game Zones in which more than 27% of deer hunters indicated that they would not be willing to pay some amount for a tagging system provided that funds were used to administer the system and for deer research and management.

RESULTS AT STATEWIDE LEVEL

Q26. Would you support or oppose limiting the harvest of bucks based on antler criteria, such as a minimum number of antler points, a specified antler spread, or a combination of both, to reduce the harvest of young bucks?

(Respondents were informed that using antler criteria to limit buck harvest may or may not be used in conjunction with a limit on antlered deer.)

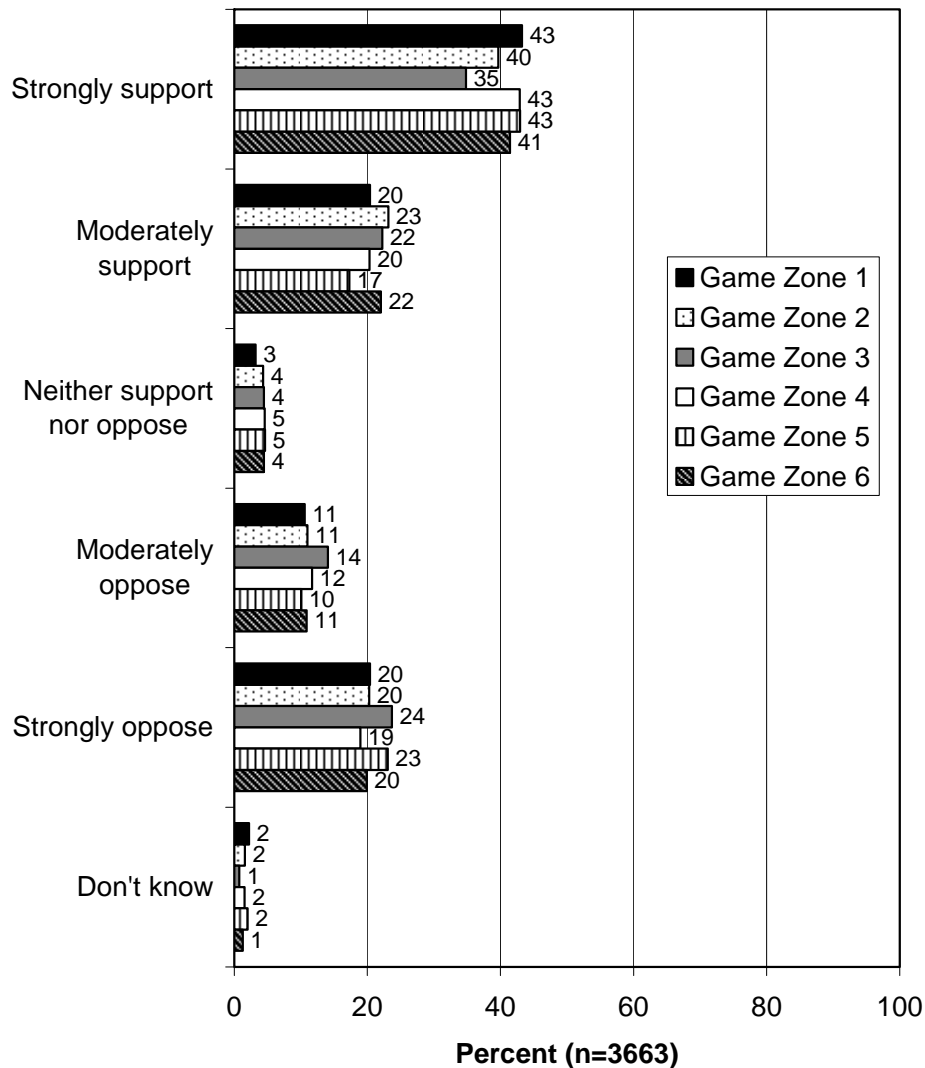


- As shown, statewide, 62% of deer hunters *supported* limiting the harvest of bucks based on antler criteria, such as antler points or antler spread, in an effort to reduce the harvest of young bucks.

RESULTS AT GAME ZONE LEVEL

Q26. Would you support or oppose limiting the harvest of bucks based on antler criteria, such as a minimum number of antler points, a specified antler spread, or a combination of both, to reduce the harvest of young bucks?

(Respondents were informed that using antler criteria to limit buck harvest may or may not be used in conjunction with a limit on antlered deer.)



- As shown, there were no Game Zones in which more than 38% of deer hunters indicated that they would *oppose* limiting the harvest of bucks using antler criteria in order to reduce the harvest of young bucks.

OPINIONS ON TURKEY HUNTING REGULATIONS

- Just under a third of the deer hunters in the survey (31%) had hunted wild turkey in the spring 2010 season as well; 69% had not.
- Those who had turkey hunted were asked about their willingness to pay a \$5 fee for a set of turkey tags, if funds from the fees were to be used to administer the tag program and conduct turkey research and turkey management. A large majority of these turkey hunters (81%) would be willing to pay a \$5 fee for a set of turkey tags.

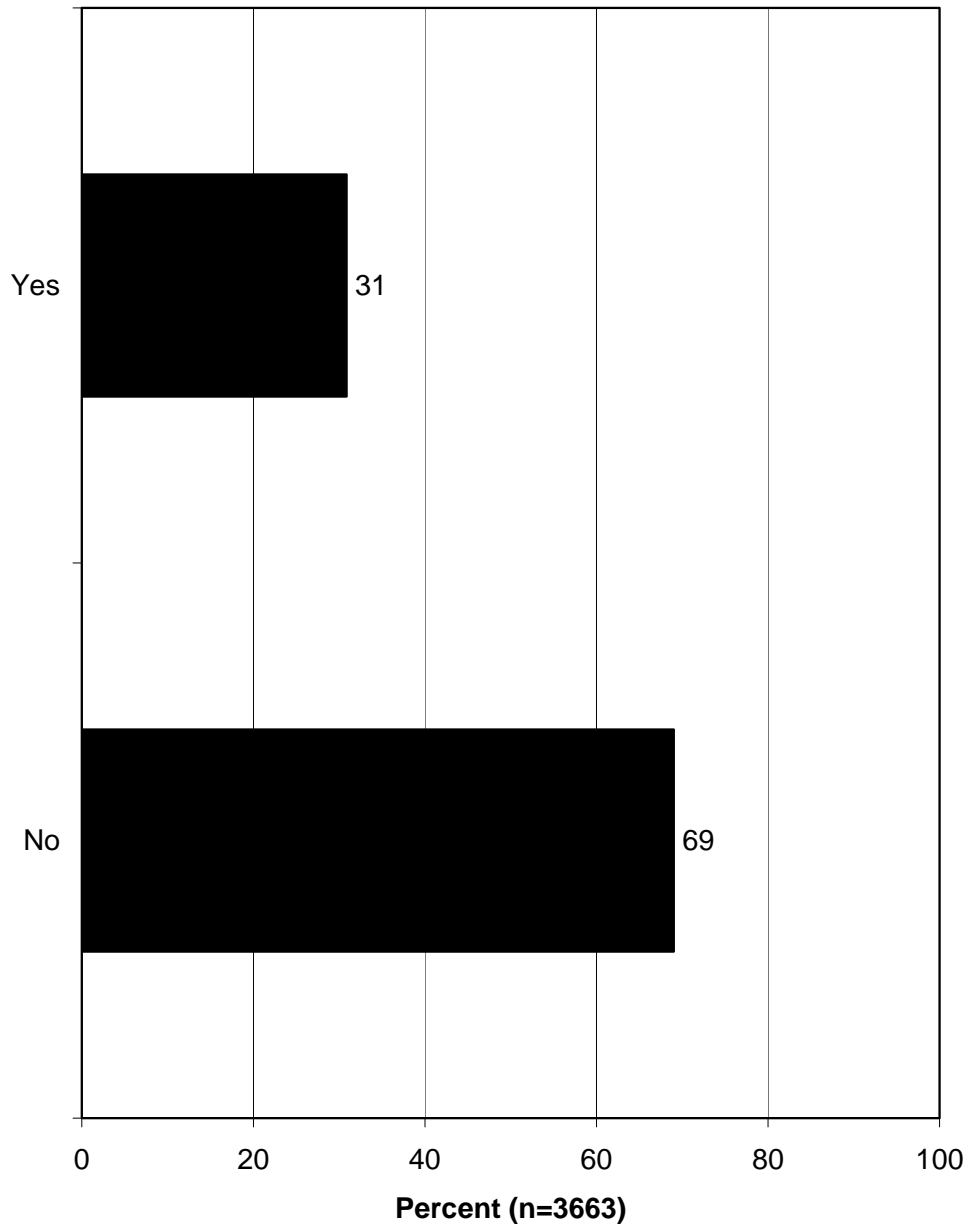
Would you be willing to pay a \$5 fee for a set of turkey tags if funds from the fees were used to administer the tag program and for turkey research and management?

	Statewide	GZ 1	GZ 2	GZ 3	GZ 4	GZ 5	GZ 6
Support %	81	77	83	81	77	76	83
Oppose %	18	21	17	19	23	20	17

Totals may not equal 100% because some hunters did not know if they would be willing to pay.

RESULTS AT STATEWIDE LEVEL

Q27. Did you hunt turkey in South Carolina during the most recent turkey season, that is the spring 2010 turkey season, which ended May 1, 2010?



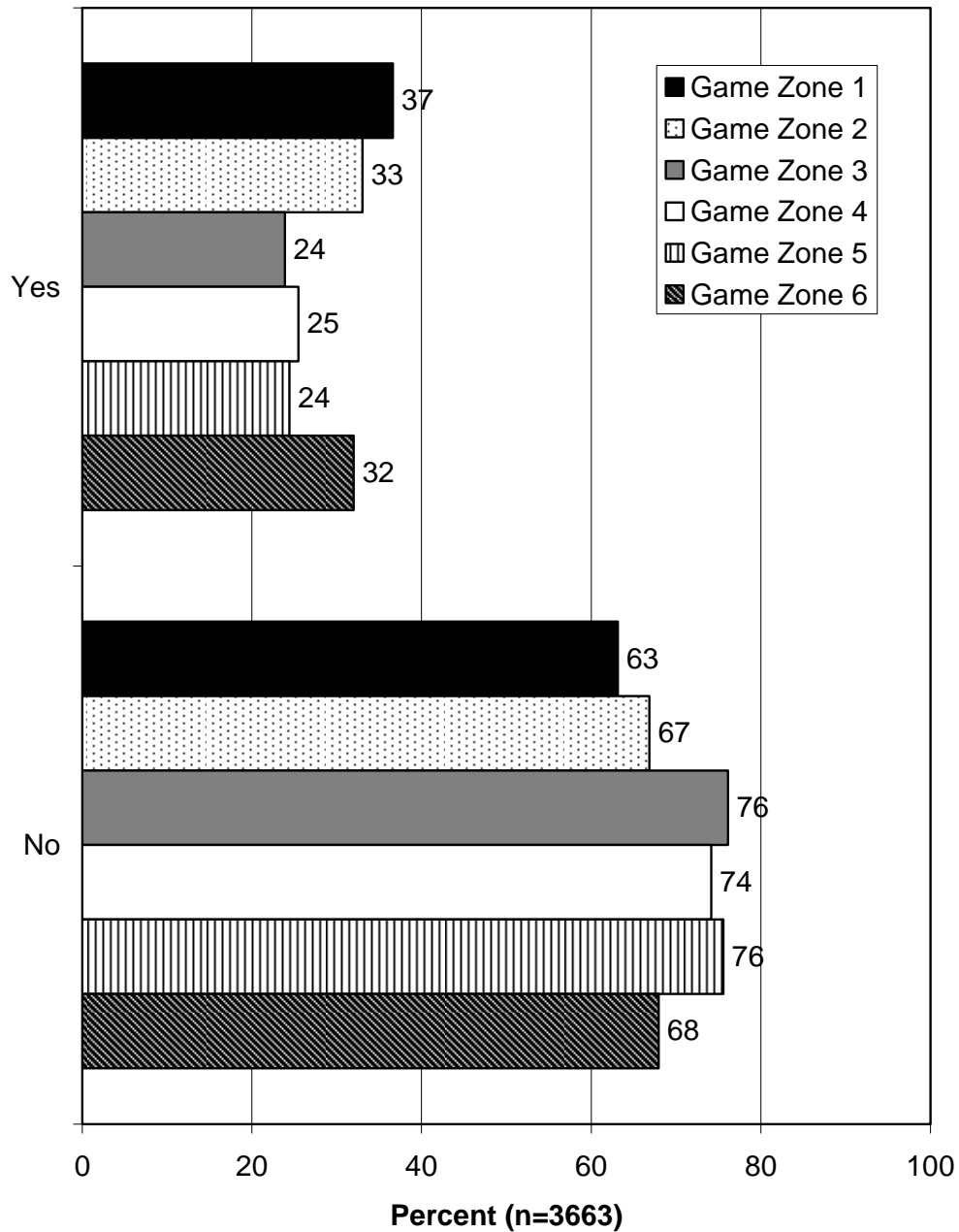
Note: This question was asked of *those who hunted deer*.

- The nonparametric analysis found that the following responses are correlated with hunting turkey in South Carolina during the most recent turkey season:
 - Strongly or moderately supports a limit on the number of antlered bucks a hunter can kill each season ($p < 0.001$).
 - Prefers a limit of 2 - 4 bucks that a hunter can kill each season in South Carolina ($p < 0.001$).
 - Strongly or moderately supports limiting the harvest of bucks based on antler criteria ($p < 0.001$).
 - Strongly or moderately supports a tagging system that would enable the buck limit to be enforced ($p < 0.001$).
 - Would be willing to pay \$20 ($p < 0.001$), \$15 ($p < 0.001$), or \$10 for a set of deer tags ($p < 0.01$).
 - Has a Resident Sportsman License ($p < 0.001$) or a Resident Junior Sportsman License ($p < 0.05$).
 - Lives in Game Zone 1 ($p < 0.01$).
 - Is 26-45 years old ($p < 0.05$).
 - Is male ($p < 0.001$).

- The nonparametric analysis found that the following responses are correlated with not hunting turkey in South Carolina during the most recent turkey season:
 - Strongly or moderately opposes a limit on the number of antlered bucks a hunter can kill each season ($p < 0.01$).
 - Prefers a limit of 4-5 bucks that a hunter can kill each season in South Carolina ($p < 0.001$).
 - Strongly or moderately opposes limiting the harvest of bucks based on antler criteria ($p < 0.001$).
 - Strongly or moderately opposes a tagging system that would enable the buck limit to be enforced ($p < 0.001$).
 - Would not be willing to pay \$20 ($p < 0.001$), \$15 ($p < 0.001$), or \$10 for a set of deer tags ($p < 0.01$).
 - Has a Resident Combination License ($p < 0.001$) or a Resident Big Game Permit ($p < 0.05$).
 - Lives in Game Zone 5 ($p < 0.01$) or Zone 4 ($p < 0.01$).
 - Is 46-64 years old ($p < 0.01$) or 65 years old or older ($p < 0.05$).
 - Is female ($p < 0.001$).

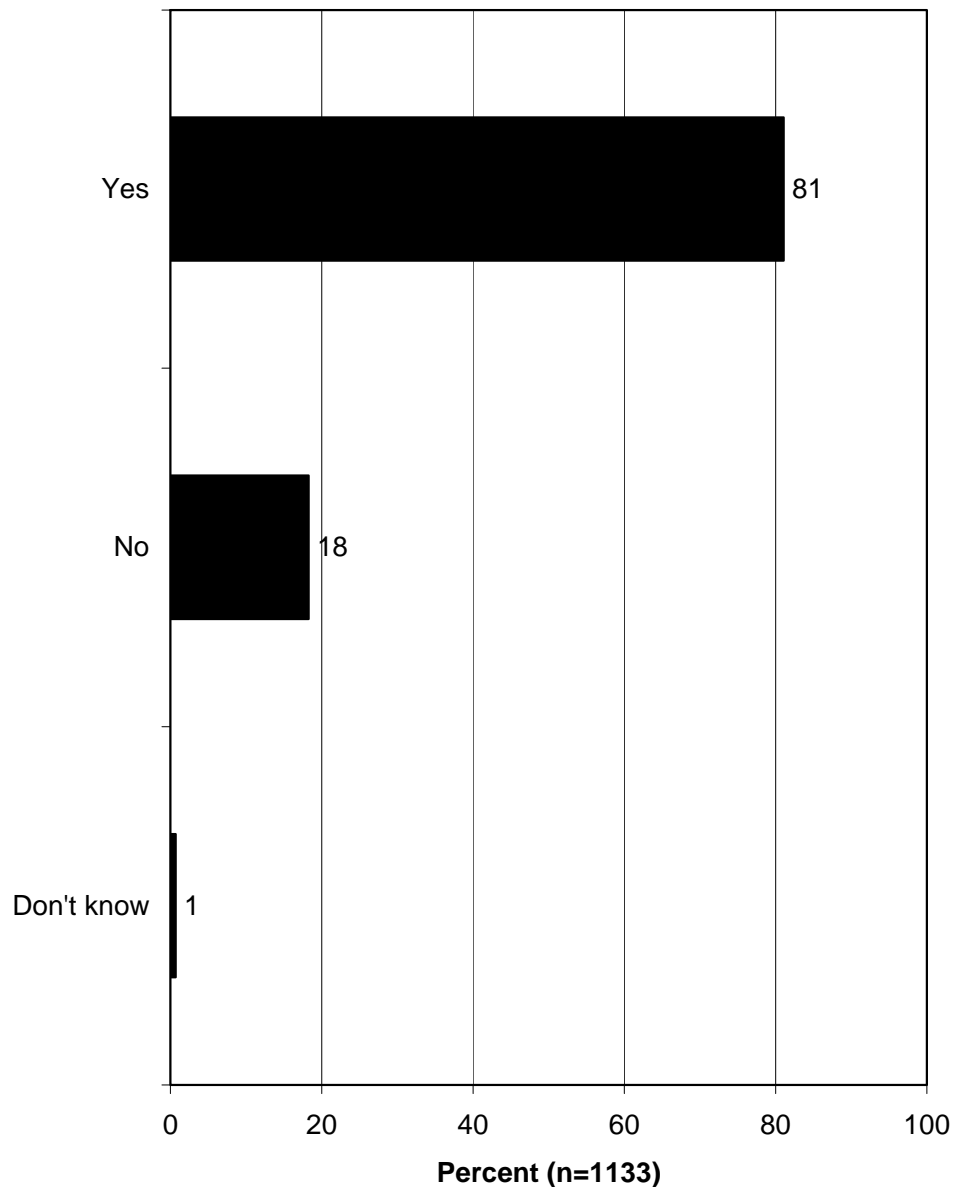
RESULTS AT GAME ZONE LEVEL

Q27. Did you hunt turkey in South Carolina during the most recent turkey season, that is the spring 2010 turkey season, which ended May 1, 2010?



RESULTS AT STATEWIDE LEVEL

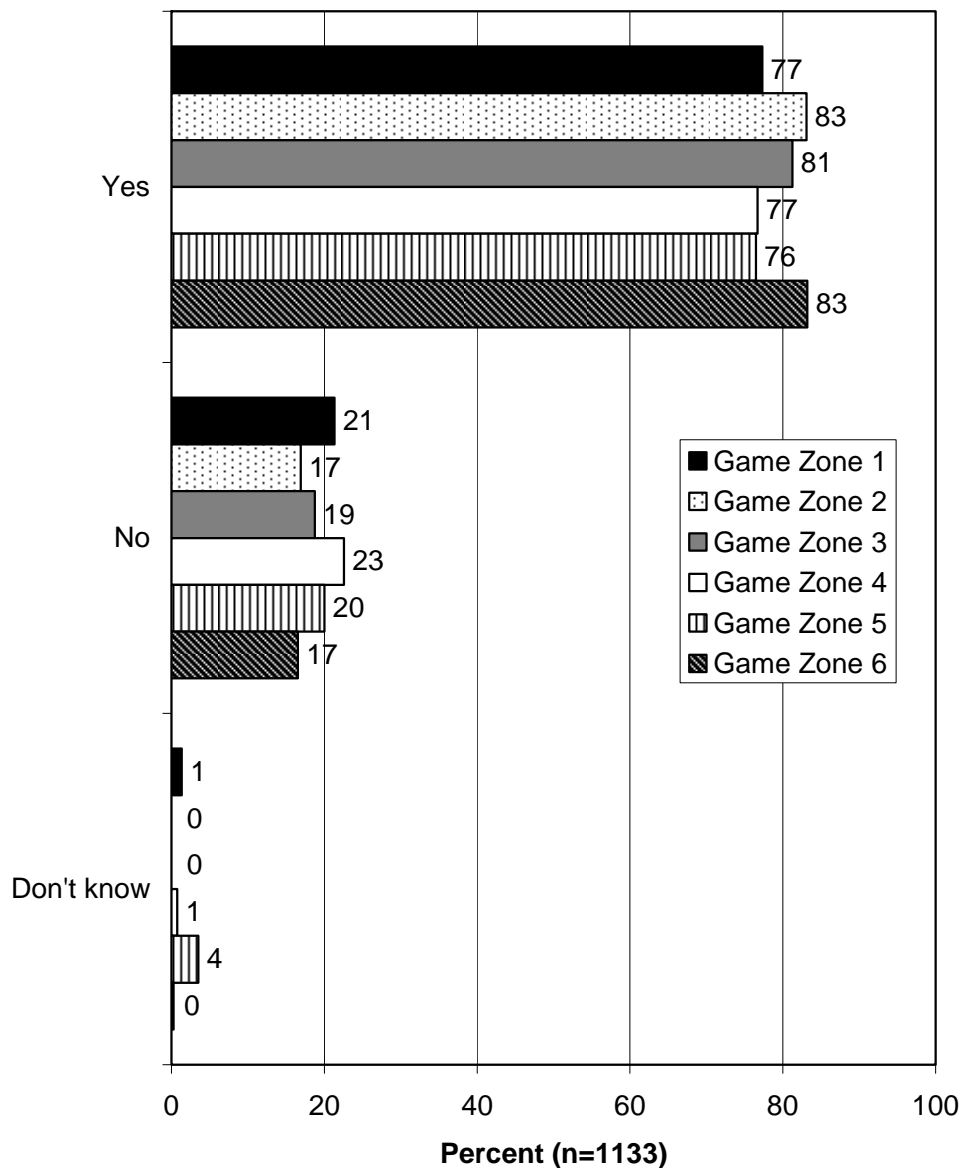
Q28. Would you be willing to pay a \$5 fee for a set of turkey tags if funds from the fees were used to administer the tag program and for turkey research and management?



- As shown, statewide, 81% of hunters who hunted turkey in 2010 indicated that they *would* be willing to pay \$5 for a set of turkey tags if the funds from fees were used to administer the tag program and for turkey research and management.

RESULTS AT GAME ZONE LEVEL

Q28. Would you be willing to pay a \$5 fee for a set of turkey tags if funds from the fees were used to administer the tag program and for turkey research and management? (Asked of those who hunted turkey in the most recent turkey season.)



- As shown, in no Game Zones did more than 23% of turkey hunters indicate that they would *not* be willing to pay \$5 for a set of turkey tags if funds from fees were used to administer the tag program and for turkey research and management.

DEMOGRAPHIC DATA

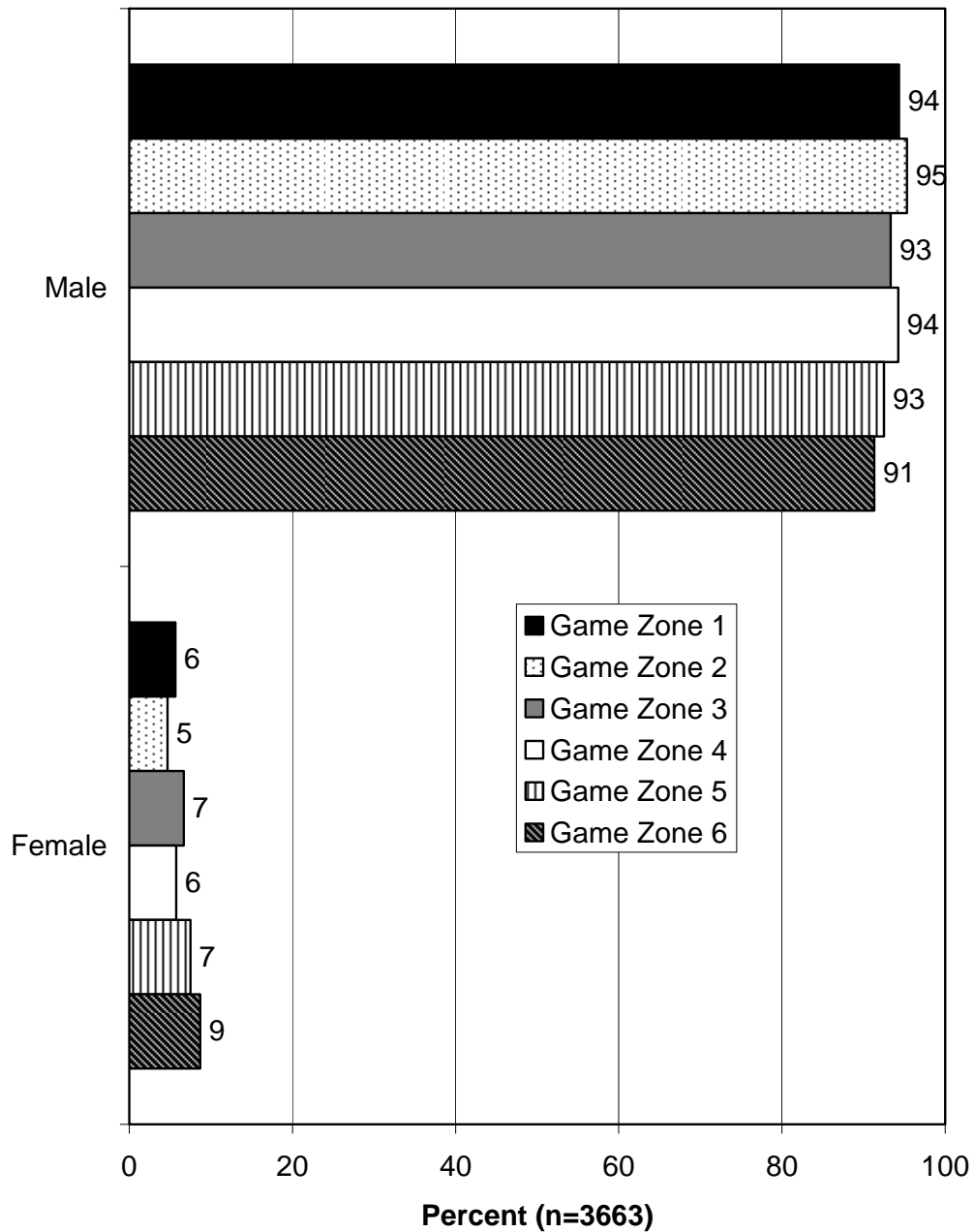
- The overwhelming majority of deer hunters (93%) are male.
- Respondents' ages are shown. The data are in a bell curve with the peak in the 55 to 64 years old range. The mean age of deer hunters is 45.8 years old.
- The counties of residence are shown, listed alphabetically.
- A graph shows the breakdown of deer hunters into their Game Zones. Game Zone 6 and Game Zone 2 have the most deer hunters.
- A graph shows the breakdown of deer hunters into their license types, with Resident Combination Licenses accounting for the majority of license holders.

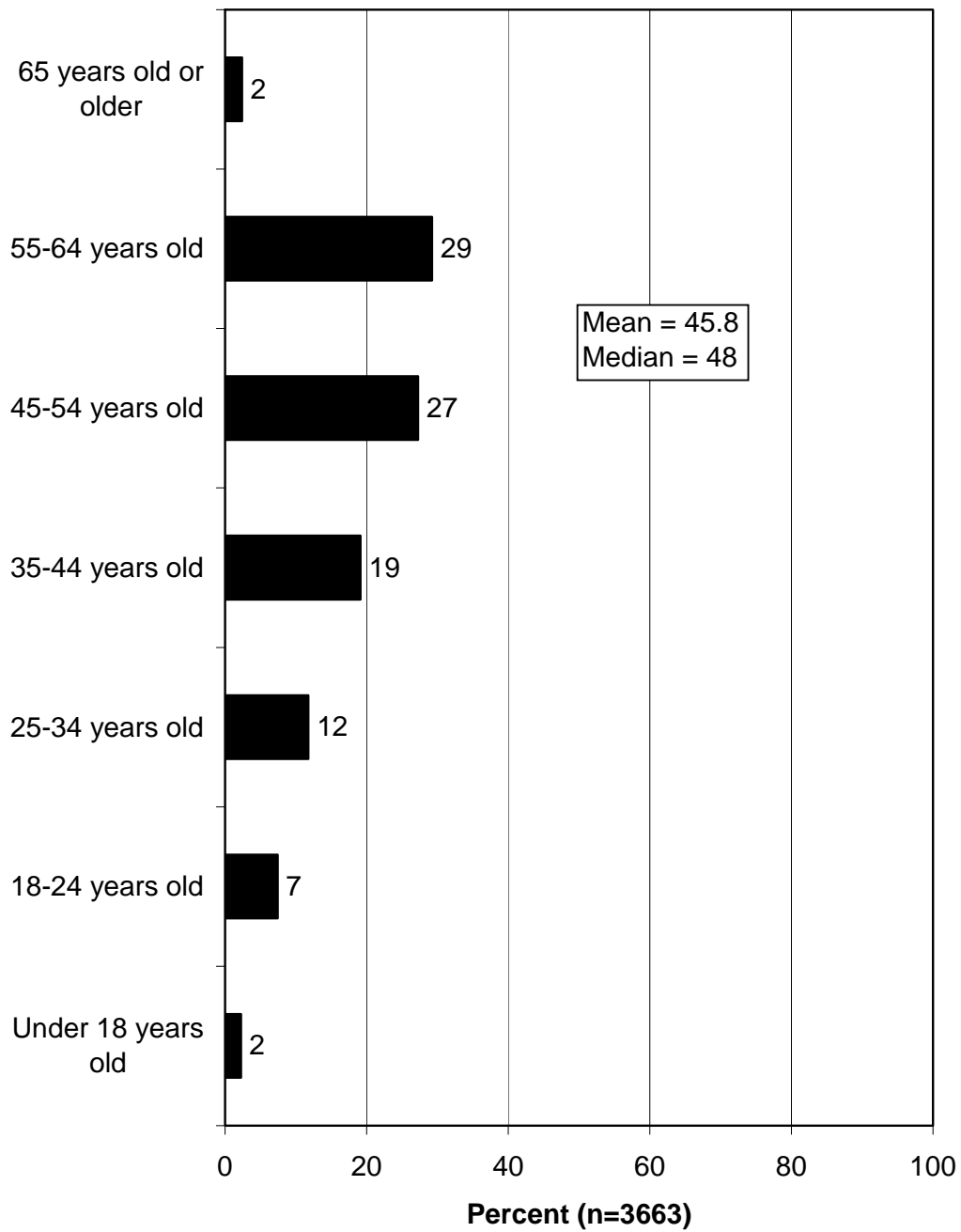
RESULTS AT STATEWIDE LEVEL**Q37. Respondent's gender (not asked; observed by interviewer).**

- The nonparametric analysis found that the following responses are correlated with being male:
 - Strongly or moderately supports a limit on the number of antlered bucks a hunter can kill each season ($p < 0.05$).
 - Strongly or moderately supports a tagging system that would enable the buck limit to be enforced ($p < 0.001$).
 - Would not be willing to pay \$10 for a set of deer tags ($p < 0.001$), but would be willing to pay \$20 ($p < 0.01$).
 - Hunted turkey in South Carolina during the most recent turkey season ($p < 0.001$).
 - Has a Resident Sportsman License ($p < 0.001$).
 - Lives in Game Zone 2 ($p < 0.01$).
 - Is 46-64 years old ($p < 0.01$).

- The nonparametric analysis found that the following responses are correlated with being female:
 - Strongly or moderately opposes a tagging system that would enable the buck limit to be enforced ($p < 0.01$).
 - Would not be willing to pay \$20 for a set of deer tags ($p < 0.01$), but would be willing to pay \$10 ($p < 0.05$).
 - Did not hunt turkey in South Carolina during the most recent turkey season ($p < 0.001$).
 - Has a Resident Big Game Permit ($p < 0.001$) or a Resident Combination License ($p < 0.05$).
 - Lives in Game Zone 6 ($p < 0.001$).
 - Is 18-25 years old ($p < 0.001$).

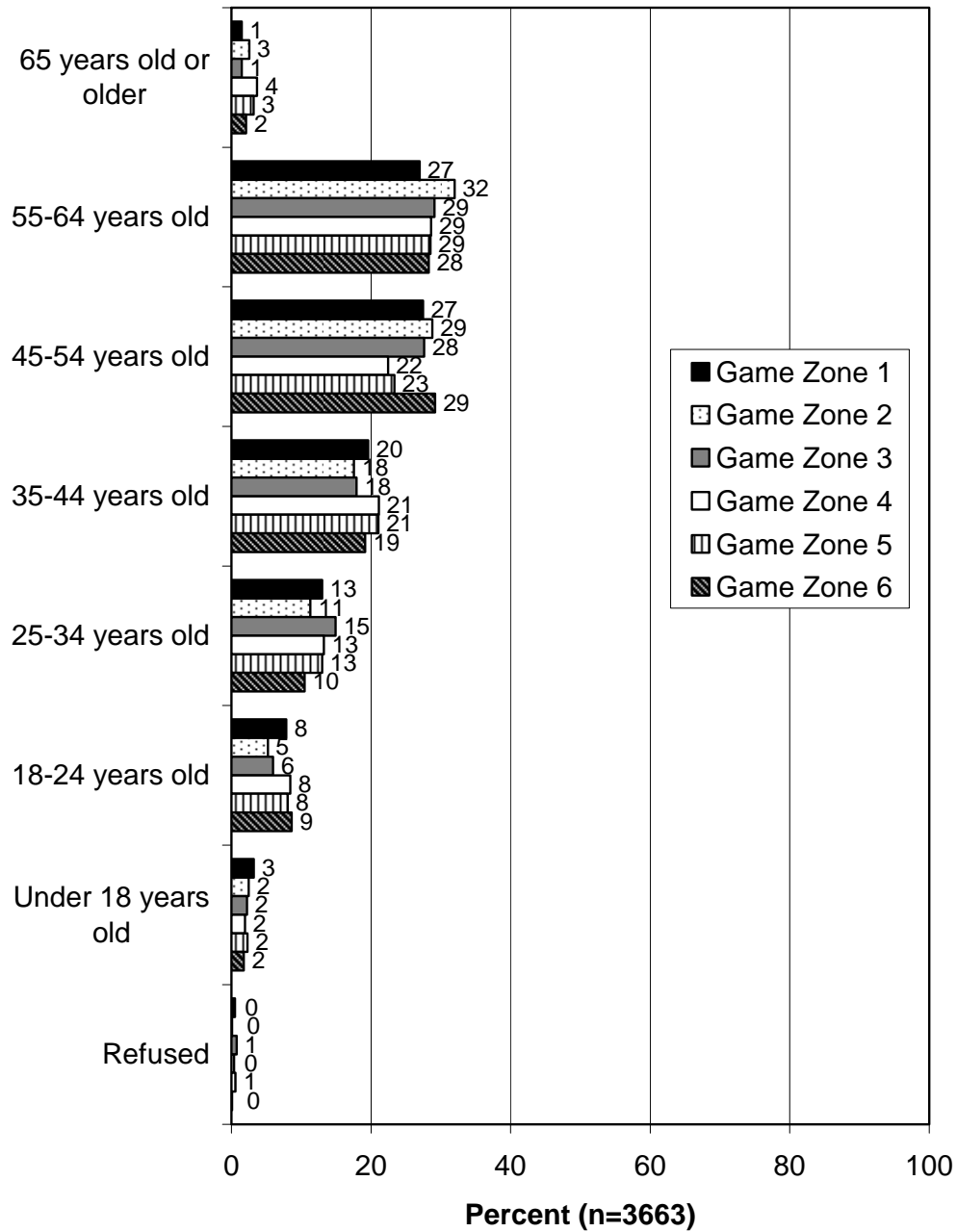
RESULTS AT GAME ZONE LEVEL

Q37. Respondent's gender (not asked; observed by interviewer).

RESULTS AT STATEWIDE LEVEL**Q31. Respondent's age.**

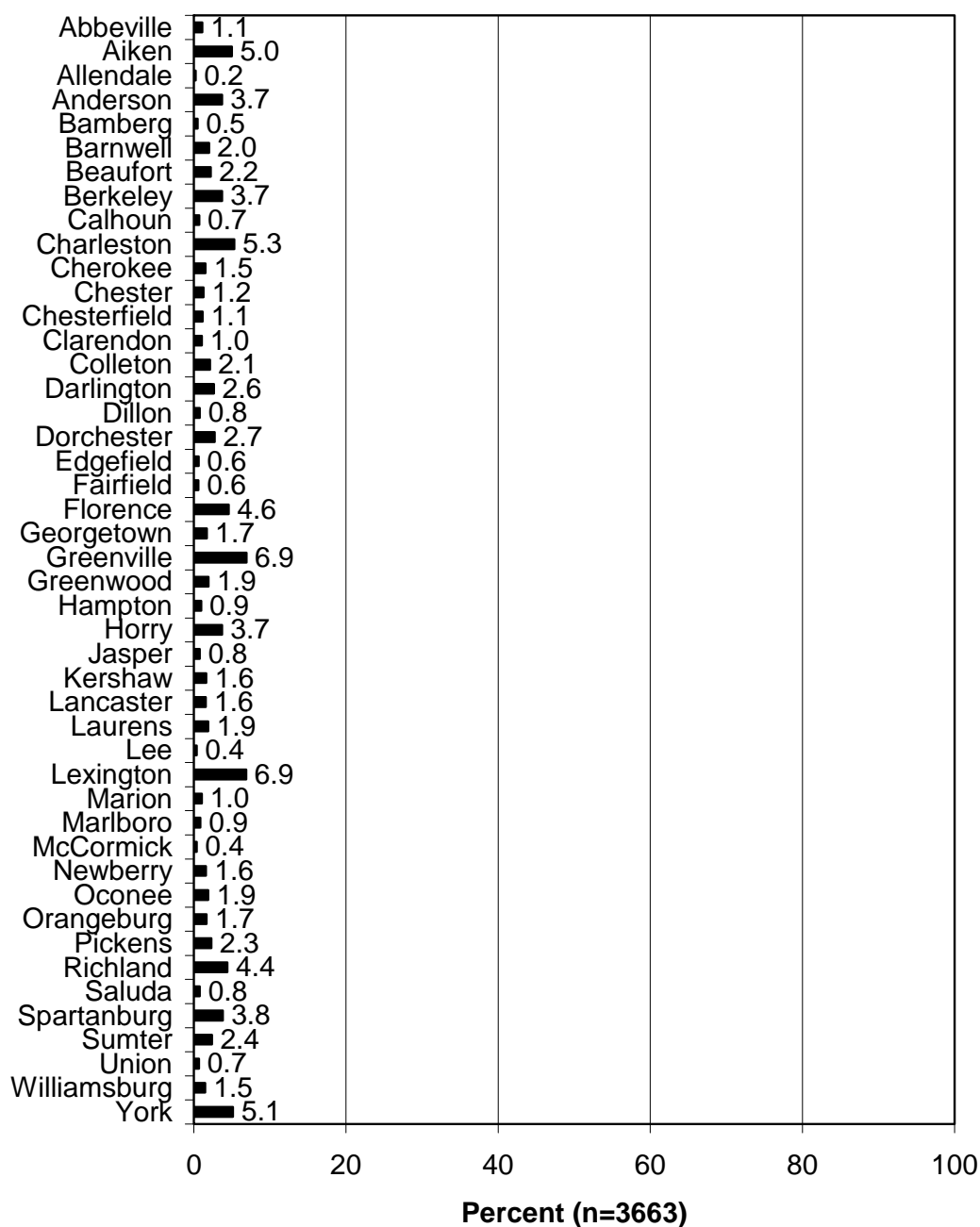
RESULTS AT GAME ZONE LEVEL

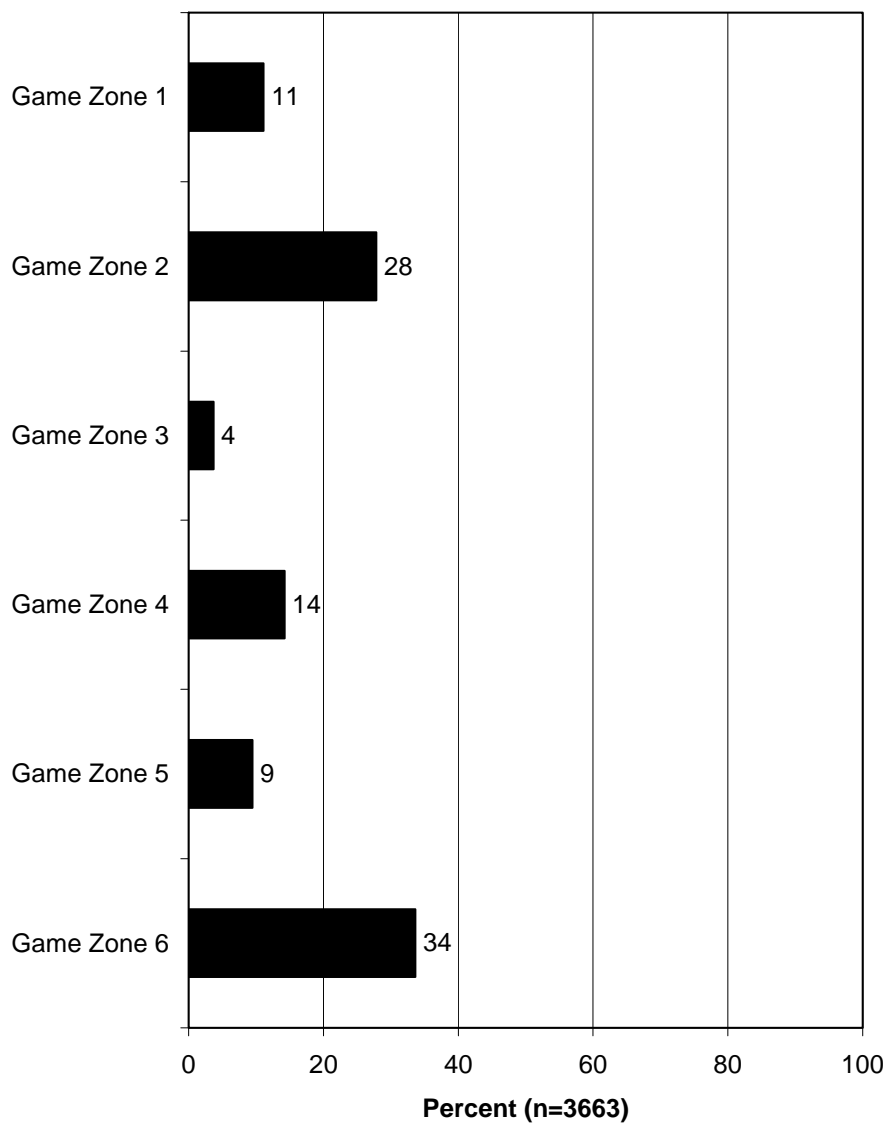
Q31. Respondent's age.



RESULTS AT STATEWIDE LEVEL

Q39. Respondent's county of residence (not asked; entered by interviewer from information provided by SC DNR).



RESULTS AT STATEWIDE LEVEL**Q38. Respondents' Game Zones.**

Note that these are the percentages in the various Game Zones *after* weighting. In the sampling plan, approximately 600 respondents were interviewed in each Game Zone to ensure that enough respondents would be in each Game Zone for valid crosstabulations to be made.

- The nonparametric analysis found that the following responses are correlated with living in Game Zone 1:
 - Strongly or moderately supports a limit on the number of antlered bucks a hunter can kill each season ($p < 0.001$).
 - Prefers a limit of 2 - 4 bucks that a hunter can kill each season in South Carolina ($p < 0.001$).
 - Strongly or moderately supports a tagging system that would enable the buck limit to be enforced ($p < 0.01$).
 - Hunted turkey in South Carolina during the most recent turkey season ($p < 0.01$).
 - Has a Resident Sportsman License ($p < 0.001$).

- The nonparametric analysis found that the following responses are correlated with living in Game Zone 2:
 - Strongly or moderately supports a limit on the number of antlered bucks a hunter can kill each season ($p < 0.001$).
 - Prefers a limit of 2 - 4 bucks that a hunter can kill each season in South Carolina ($p < 0.001$).
 - Would not be willing to pay \$20 for a set of deer tags ($p < 0.05$).
 - Is 46-64 years old ($p < 0.05$).
 - Is male ($p < 0.01$).

- The nonparametric analysis found that the following responses are correlated with living in Game Zone 3:
 - Would not be willing to pay \$15 for a set of deer tags ($p < 0.05$).

- The nonparametric analysis found that the following responses are correlated with living in Game Zone 4:
 - Would be willing to pay \$15 for a set of deer tags ($p < 0.05$).
 - Did not hunt turkey in South Carolina during the most recent turkey season ($p < 0.01$).
 - Has a Resident Combination License ($p < 0.001$).

- The nonparametric analysis found that the following responses are correlated with living in Game Zone 5:
 - Strongly or moderately opposes a limit on the number of antlered bucks a hunter can kill each season ($p < 0.05$).
 - Prefers a limit of 4-5 bucks that a hunter can kill each season in South Carolina ($p < 0.001$).
 - Strongly or moderately opposes a tagging system that would enable the buck limit to be enforced ($p < 0.01$).
 - Did not hunt turkey in South Carolina during the most recent turkey season ($p < 0.01$).
 - Has a Resident Combination License ($p < 0.01$).

- The nonparametric analysis found that the following responses are correlated with living in Game Zone 6:
 - Strongly or moderately opposes a limit on the number of antlered bucks a hunter can kill each season ($p < 0.001$).
 - Prefers a limit of 4-5 bucks that a hunter can kill each season in South Carolina ($p < 0.001$).
 - Would not be willing to pay any money for a set of deer tags ($p < 0.01$).
 - Has a Resident Combination License ($p < 0.01$).
 - Is female ($p < 0.001$).

RESULTS AT STATEWIDE LEVEL

Q40. Respondent's license type (not asked; entered by interviewer from information provided by SC DNR).



- The nonparametric analysis found that the following responses are correlated with having a Resident Combination License:
 - Strongly or moderately opposes a limit on the number of antlered bucks a hunter can kill each season ($p < 0.05$).
 - Prefers a limit of 4-5 bucks that a hunter can kill each season in South Carolina ($p < 0.001$).
 - Strongly or moderately opposes limiting the harvest of bucks based on antler criteria ($p < 0.05$).
 - Strongly or moderately opposes a tagging system that would enable the buck limit to be enforced ($p < 0.05$).
 - Did not hunt turkey in South Carolina during the most recent turkey season ($p < 0.001$).
 - Lives in Game Zone 4 ($p < 0.001$), Game Zone 5 ($p < 0.01$), or Game Zone 6 ($p < 0.01$).
 - Is 26-45 years old ($p < 0.001$).
 - Is female ($p < 0.05$).

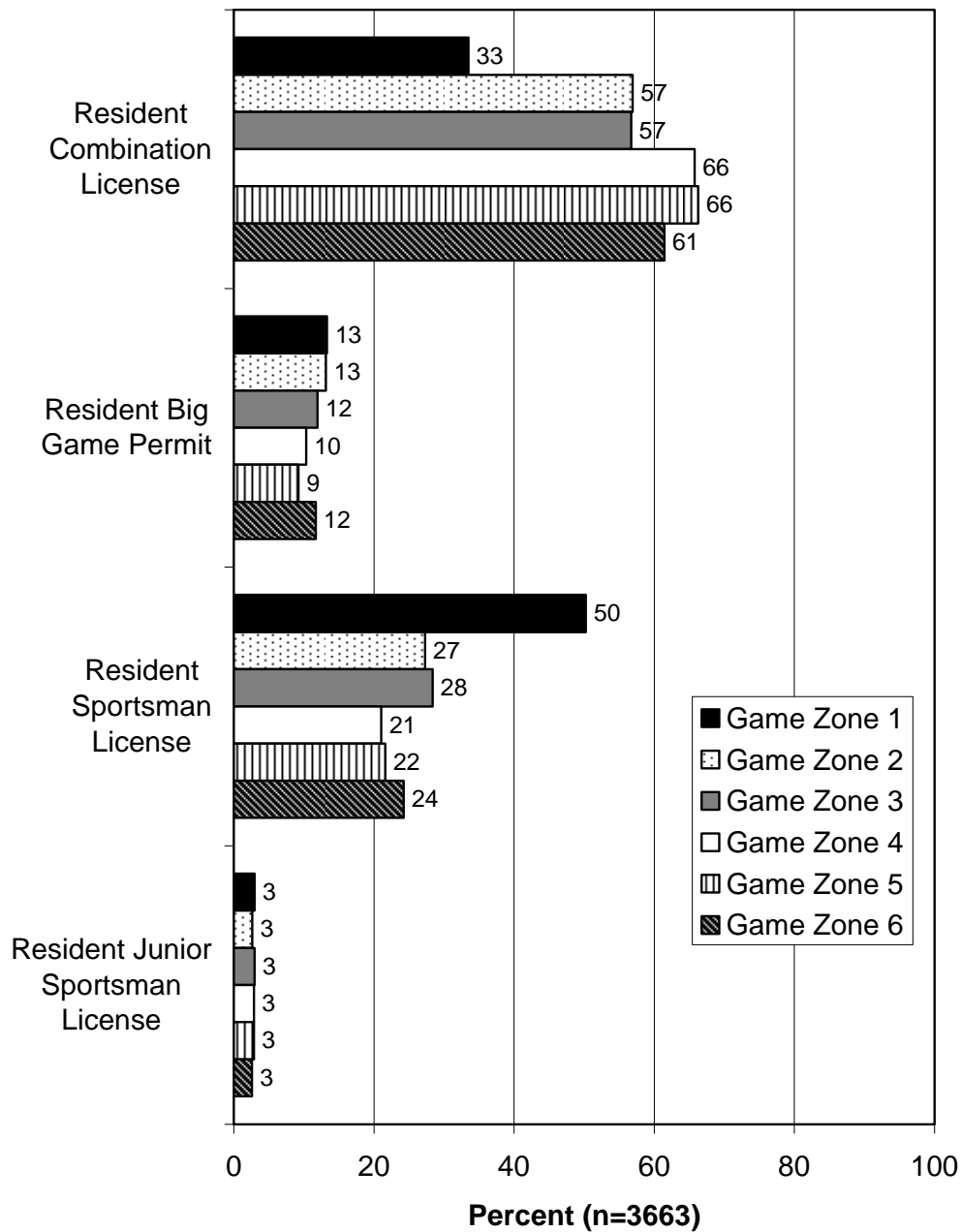
- The nonparametric analysis found that the following responses are correlated with having a Resident Big Game Permit:
 - Would not be willing to pay \$20 for a set of deer tags ($p < 0.001$).
 - Did not hunt turkey in South Carolina during the most recent turkey season ($p < 0.05$).
 - Is 18-25 years old ($p < 0.001$) or 65 years old or older ($p < 0.001$).
 - Is female ($p < 0.001$).

- The nonparametric analysis found that the following responses are correlated with having a Resident Sportsman License:
 - Strongly or moderately supports a limit on the number of antlered bucks a hunter can kill each season ($p < 0.001$).
 - Prefers a limit of 2 - 4 bucks that a hunter can kill each season in South Carolina ($p < 0.001$).
 - Strongly or moderately supports limiting the harvest of bucks based on antler criteria ($p < 0.01$).
 - Strongly or moderately supports a tagging system that would enable the buck limit to be enforced ($p < 0.001$).
 - Would not be willing to pay \$10 for a set of deer tags ($p < 0.01$), but would be willing to pay \$20 ($p < 0.01$).
 - Hunted turkey in South Carolina during the most recent turkey season ($p < 0.001$).
 - Lives in Game Zone 1 ($p < 0.001$).
 - Is 46-64 years old ($p < 0.001$).
 - Is male ($p < 0.001$).

- The nonparametric analysis found that the following responses are correlated with having a Resident Junior Sportsman License:
 - Thinks hunters should not have a limit on the number of antlered bucks taken during each season in South Carolina ($p < 0.05$).
 - Strongly or moderately opposes a tagging system that would enable the buck limit to be enforced ($p < 0.05$).
 - Would be willing to pay \$10 for a set of deer tags ($p < 0.001$).
 - Hunted turkey in South Carolina during the most recent turkey season ($p < 0.05$).
 - Would not be willing to pay a \$5 fee for a set of turkey tags ($p < 0.05$).
 - Is 18-25 years old ($p < 0.001$).

RESULTS AT GAME ZONE LEVEL

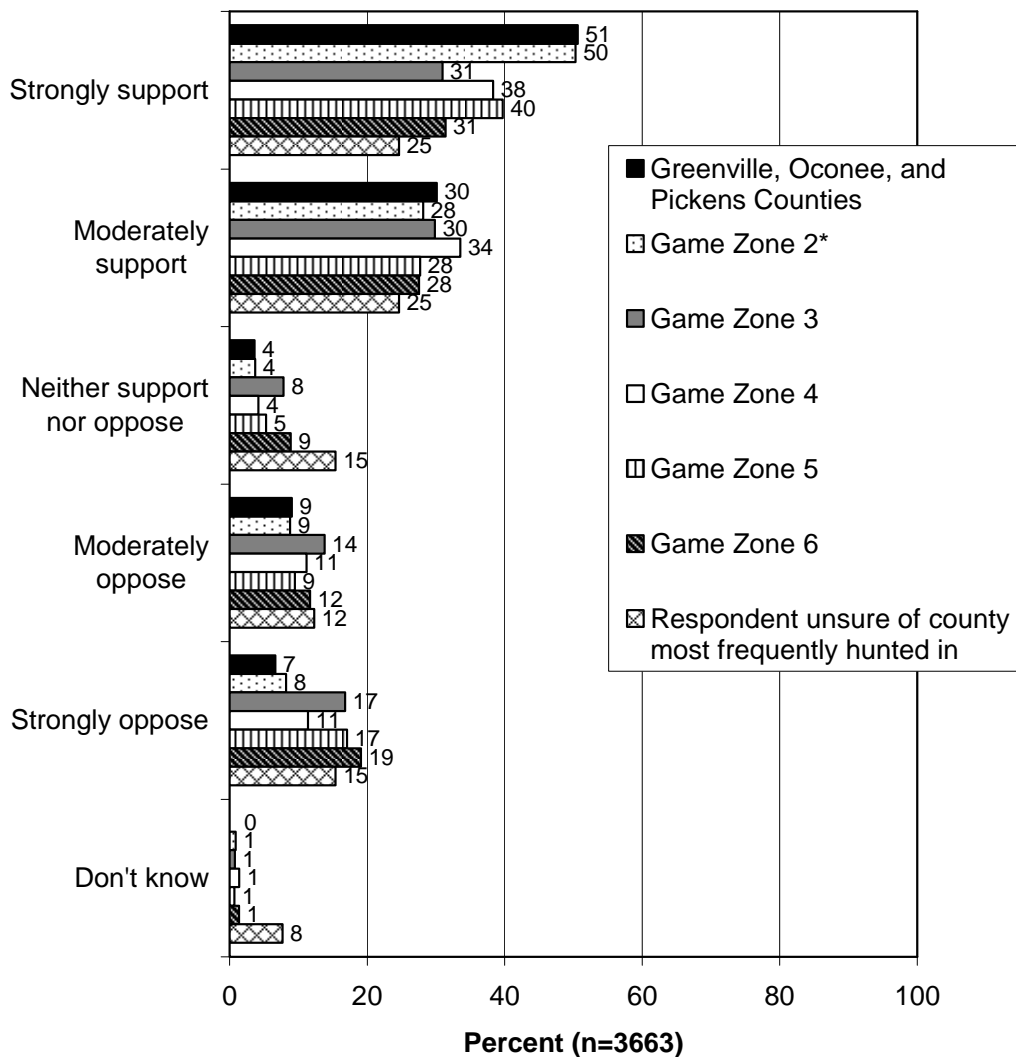
Q40. Respondent's license type (not asked; entered by interviewer from information provided by SC DNR).



APPENDIX A: CROSSTABULATION BY GAME ZONE IN WHICH HUNTER MOST COMMONLY HUNTED

RESULTS AT GAME ZONE LEVEL

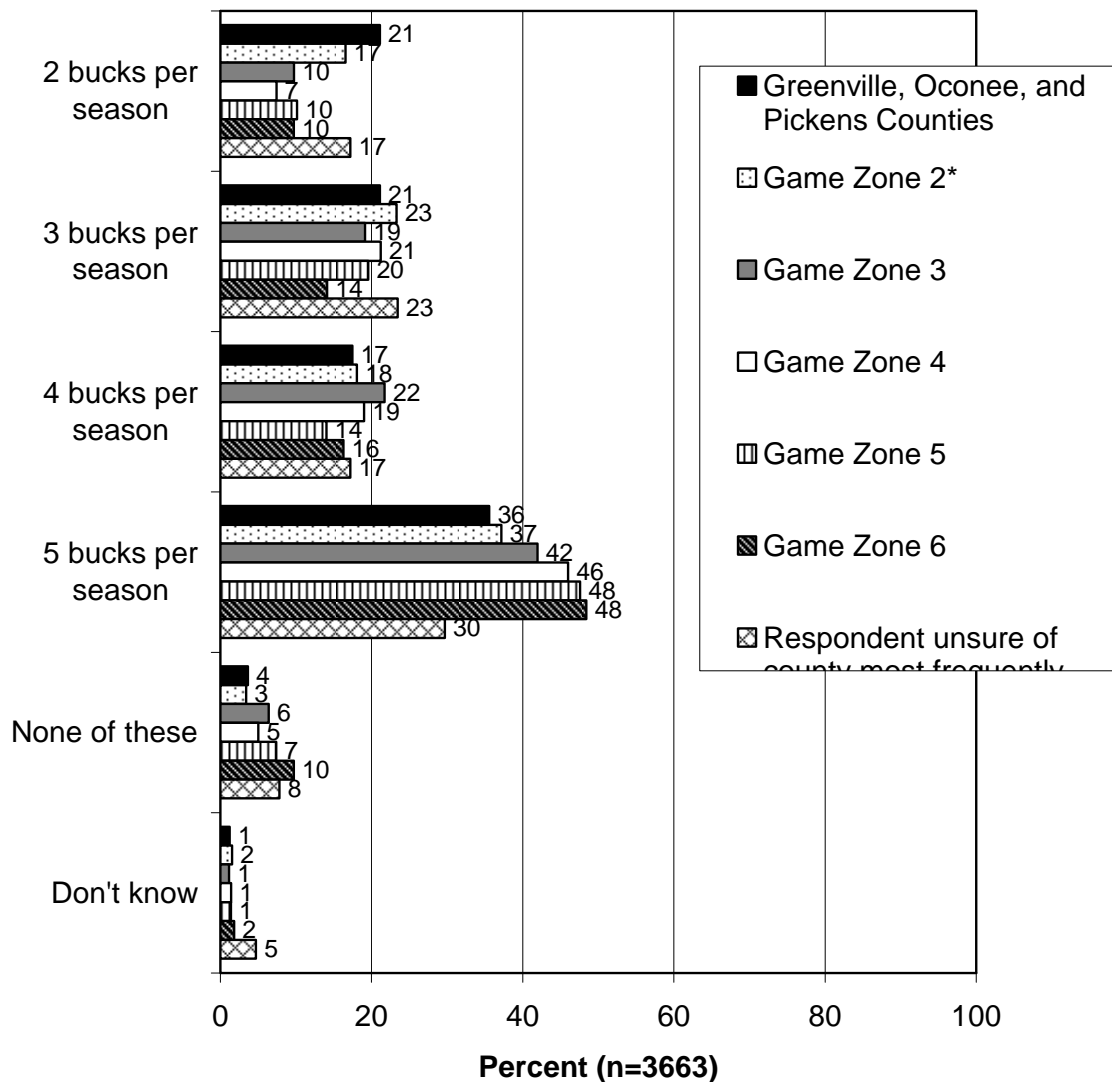
Q13. Do you support or oppose a limit on the number of antlered bucks a hunter can kill each season in South Carolina?
(Crosstabulation by where respondent most commonly hunts.)



* Does not include portions of Greenville, Oconee, and Pickens Counties that should be included, as the Game Zone boundary does not coincide with these county boundaries.

RESULTS AT GAME ZONE LEVEL

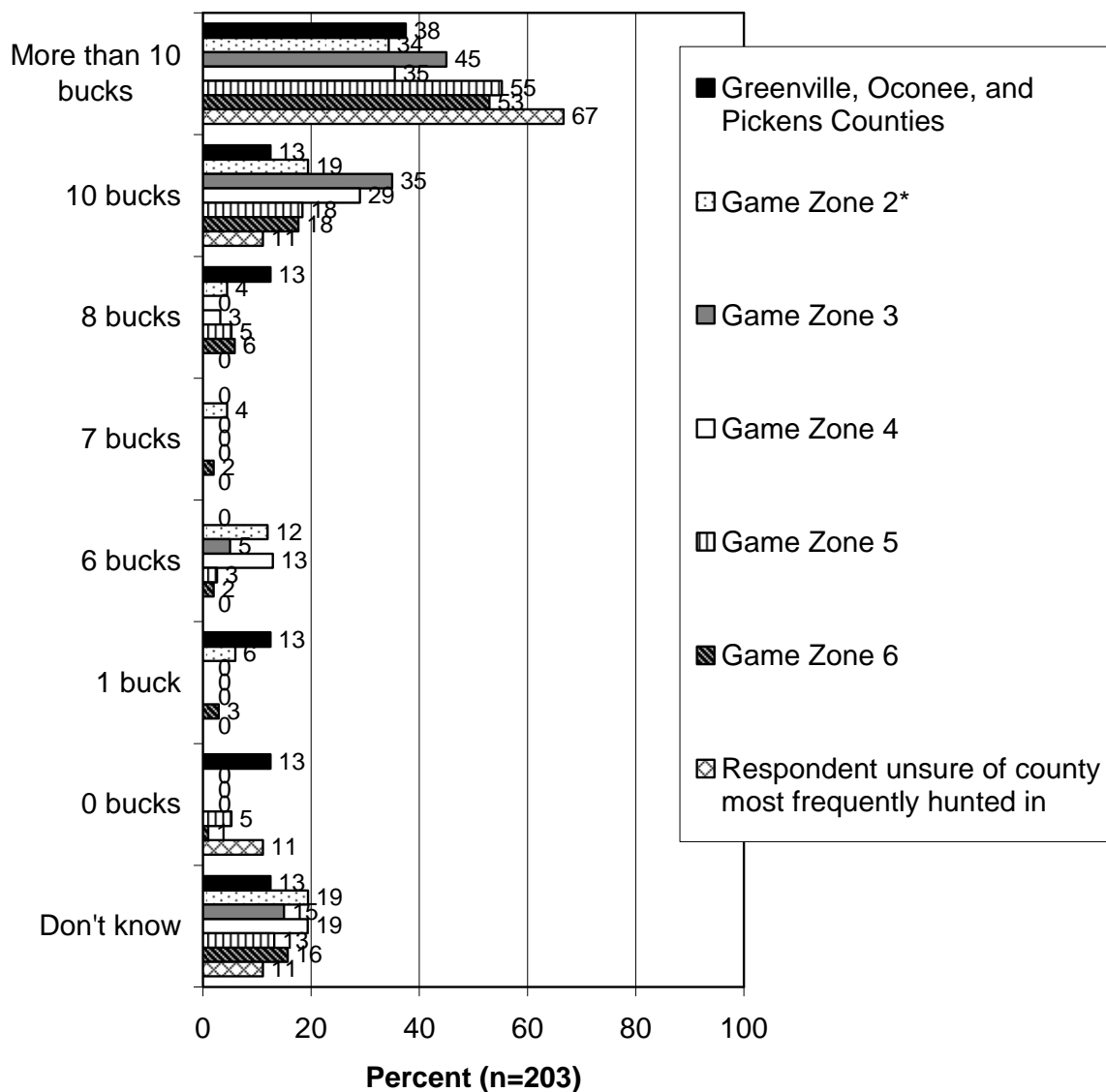
Q14. If a limit is placed on antlered bucks, which of the following limits on the number of bucks a hunter can kill each season in South Carolina would you prefer? How about...?
(Crosstabulation by where respondent most commonly hunts.)



* Does not include portions of Greenville, Oconee, and Pickens Counties that should be included, as the Game Zone boundary does not coincide with these county boundaries.

RESULTS AT GAME ZONE LEVEL

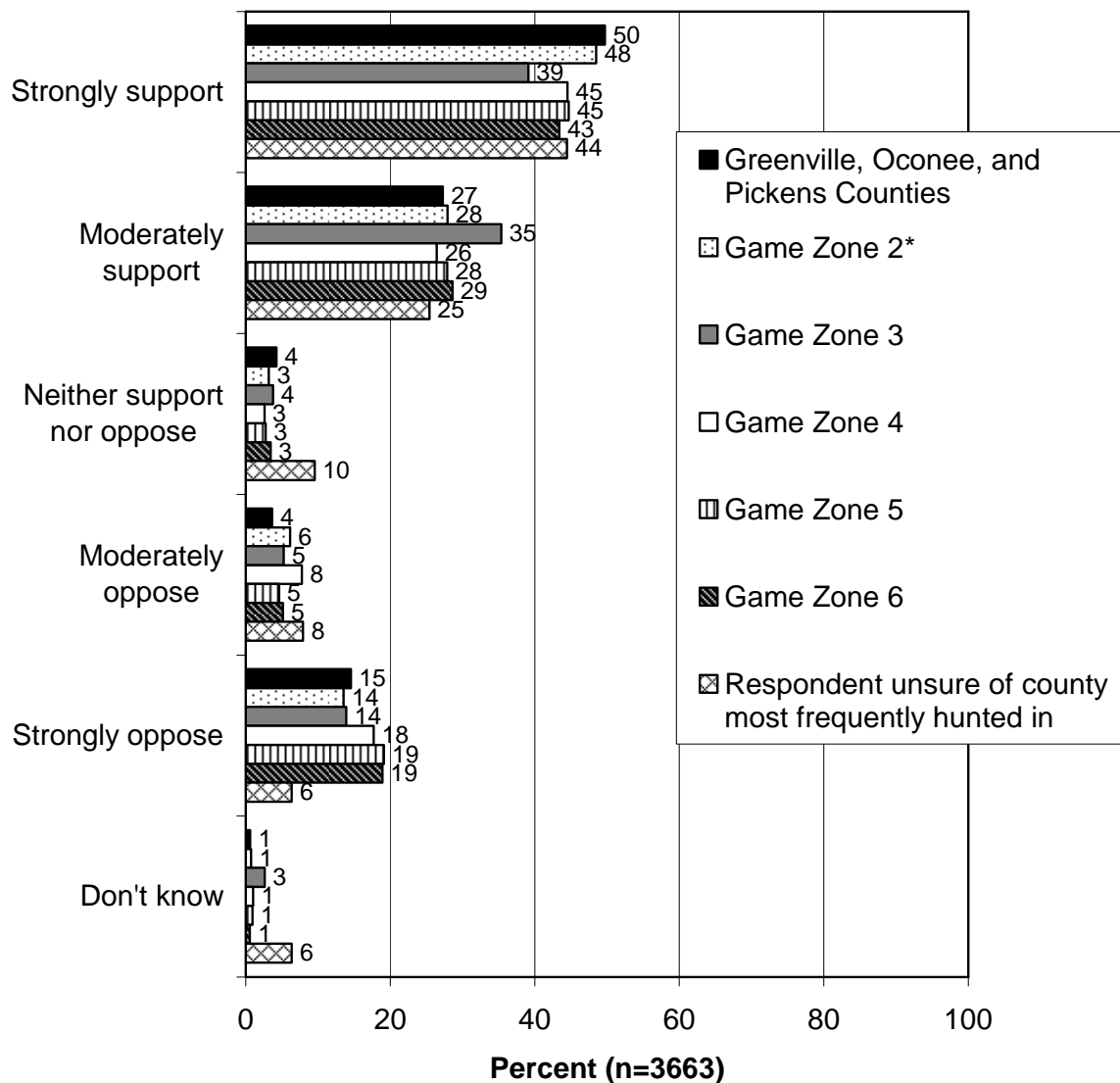
Q15. How many antlered bucks do you think a hunter should be limited to during each season in South Carolina?
(Crosstabulation by where respondent most commonly hunts.)



* Does not include portions of Greenville, Oconee, and Pickens Counties that should be included, as the Game Zone boundary does not coincide with these county boundaries.

RESULTS AT GAME ZONE LEVEL

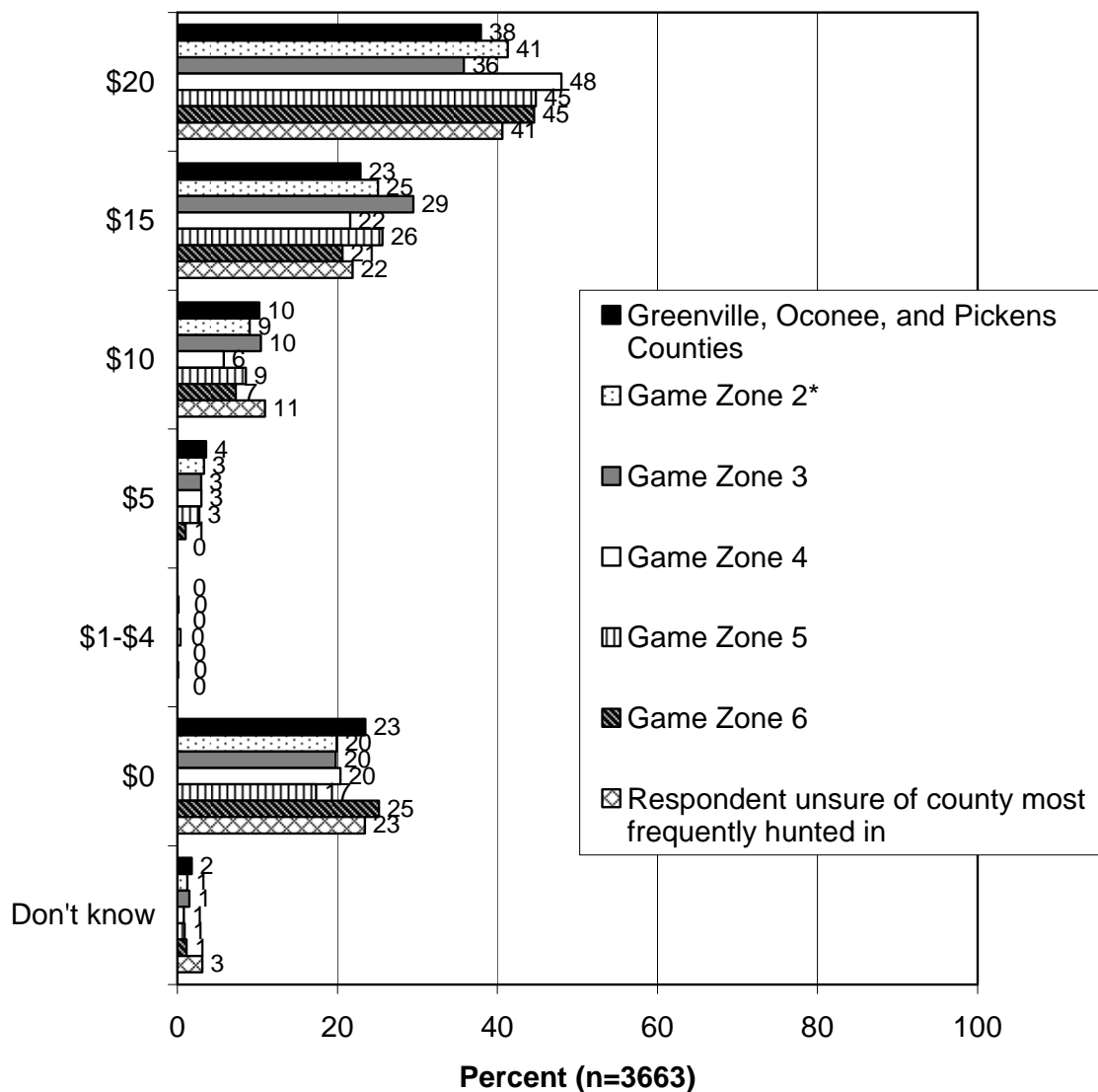
Q18. If a limit is placed on the number of antlered bucks a hunter can kill each season in South Carolina, would you support or oppose a tagging system that would enable the buck limit to be enforced?
(Crosstabulation by where respondent most commonly hunts.)



* Does not include portions of Greenville, Oconee, and Pickens Counties that should be included, as the Game Zone boundary does not coincide with these county boundaries.

RESULTS AT GAME ZONE LEVEL

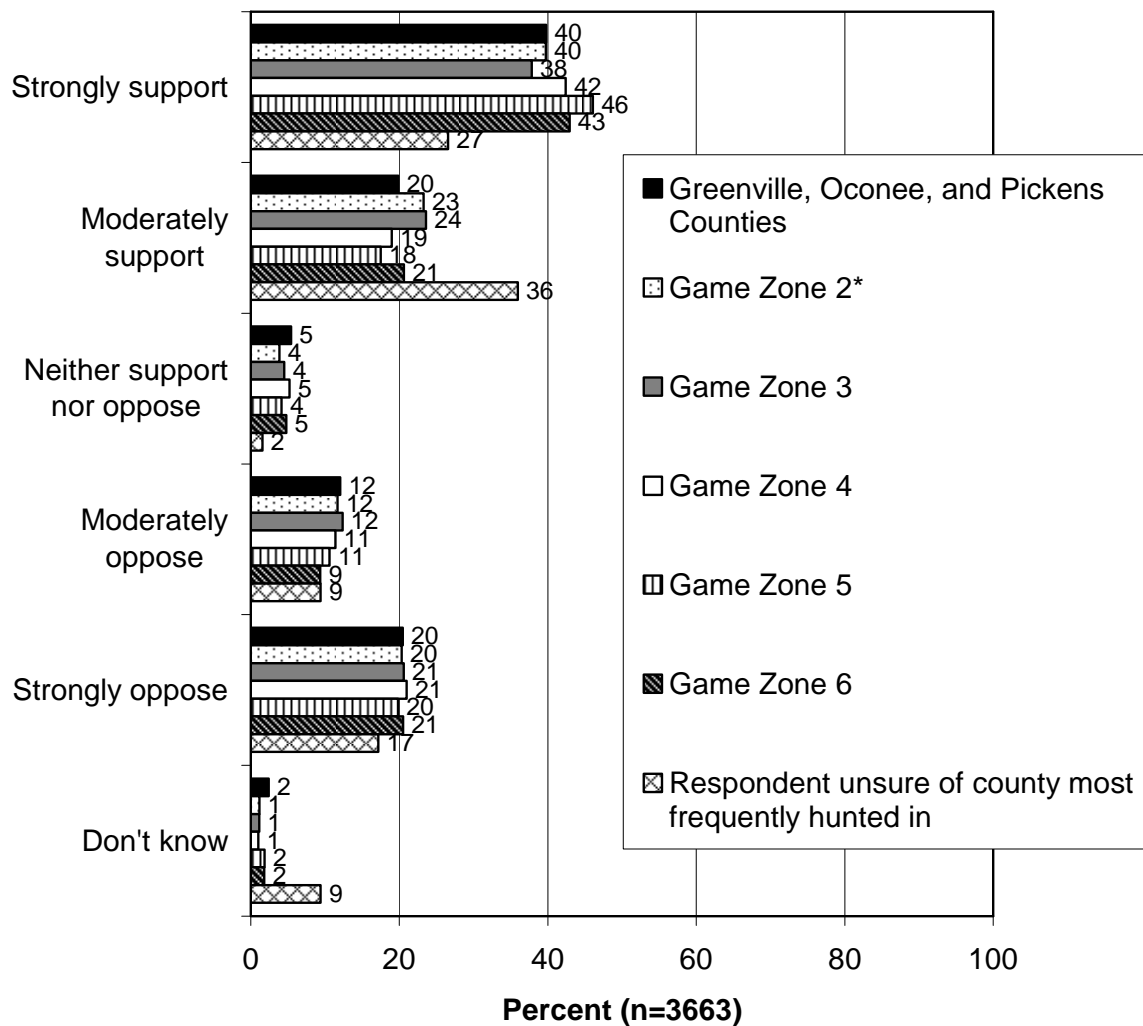
**Q20/21/22/23. Amount respondent willing to pay for a set of tags. (Tallied from previous questions.)
(Crosstabulation by where respondent most commonly hunts.)**



* Does not include portions of Greenville, Oconee, and Pickens Counties that should be included, as the Game Zone boundary does not coincide with these county boundaries.

RESULTS AT GAME ZONE LEVEL

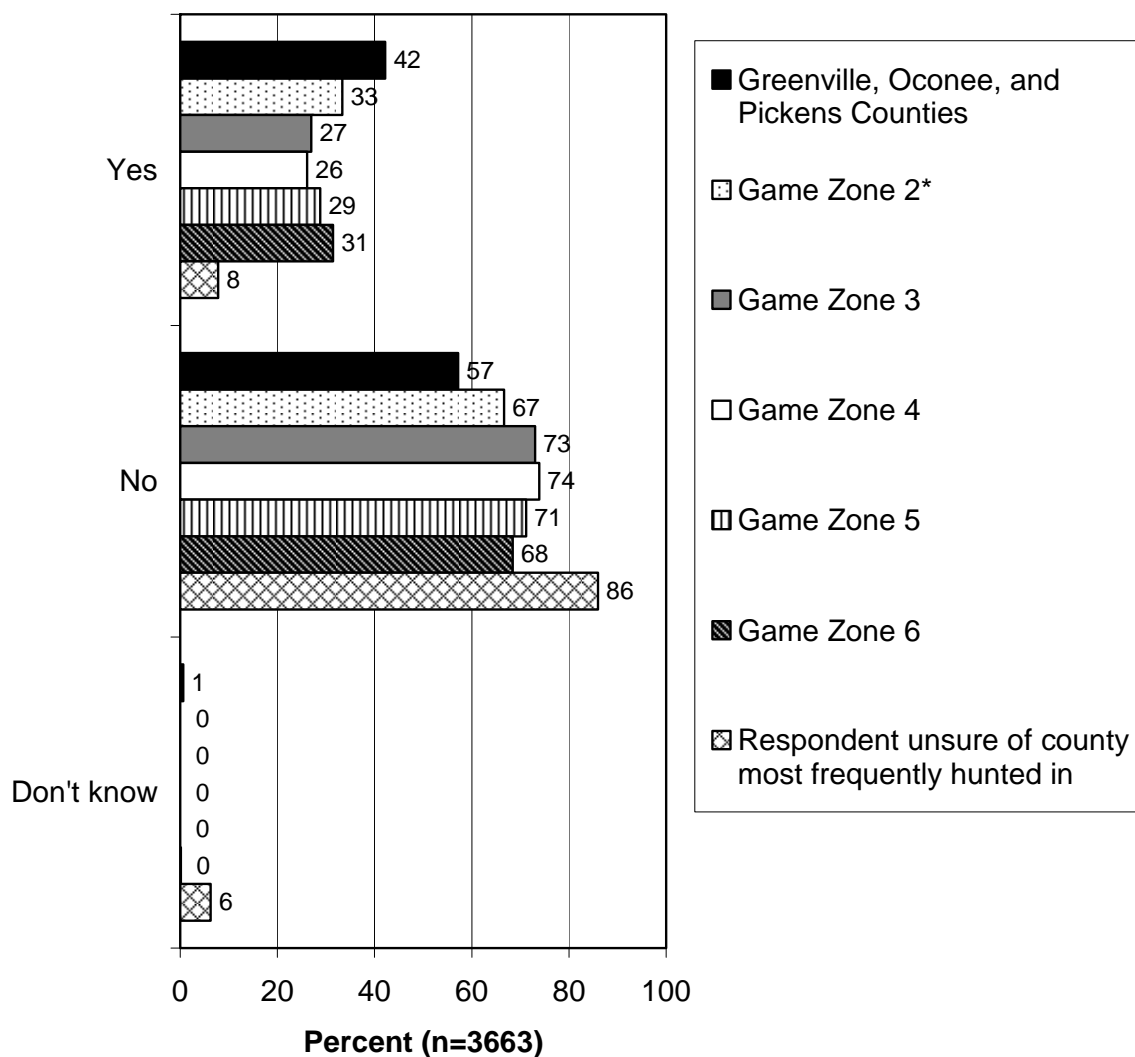
**Q26. Would you support or oppose limiting the harvest of bucks based on antler criteria, such as a minimum number of antler points, a specified antler spread, or a combination of both, to reduce the harvest of young bucks?
(Crosstabulation by where respondent most commonly hunts.)**



* Does not include portions of Greenville, Oconee, and Pickens Counties that should be included, as the Game Zone boundary does not coincide with these county boundaries.

RESULTS AT GAME ZONE LEVEL

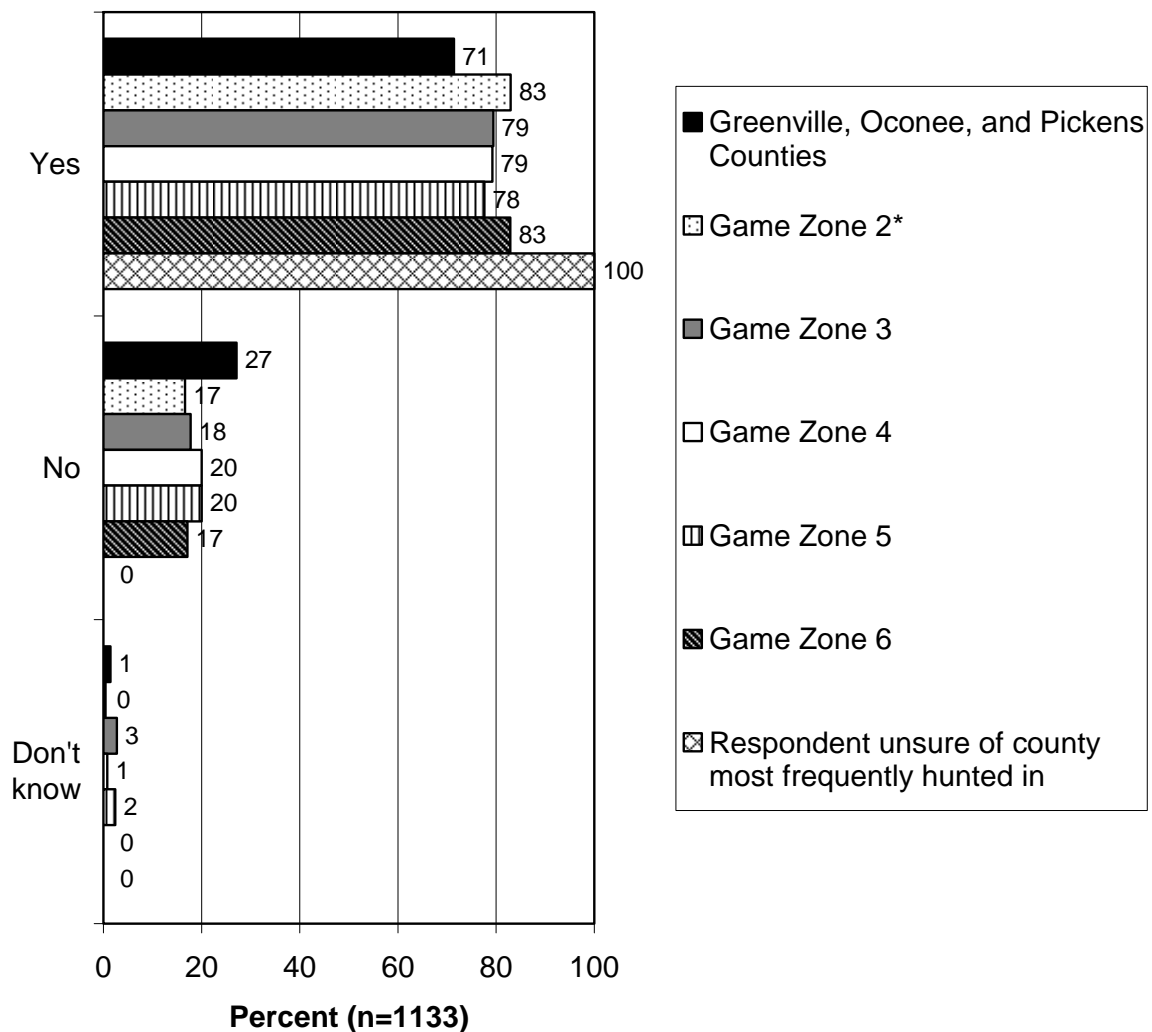
**Q27. Did you hunt turkey in South Carolina during the most recent turkey season, that is the spring 2010 turkey season, which ended May 1, 2010?
(Crosstabulation by where respondent most commonly hunts.)**



* Does not include portions of Greenville, Oconee, and Pickens Counties that should be included, as the Game Zone boundary does not coincide with these county boundaries.

RESULTS AT GAME ZONE LEVEL

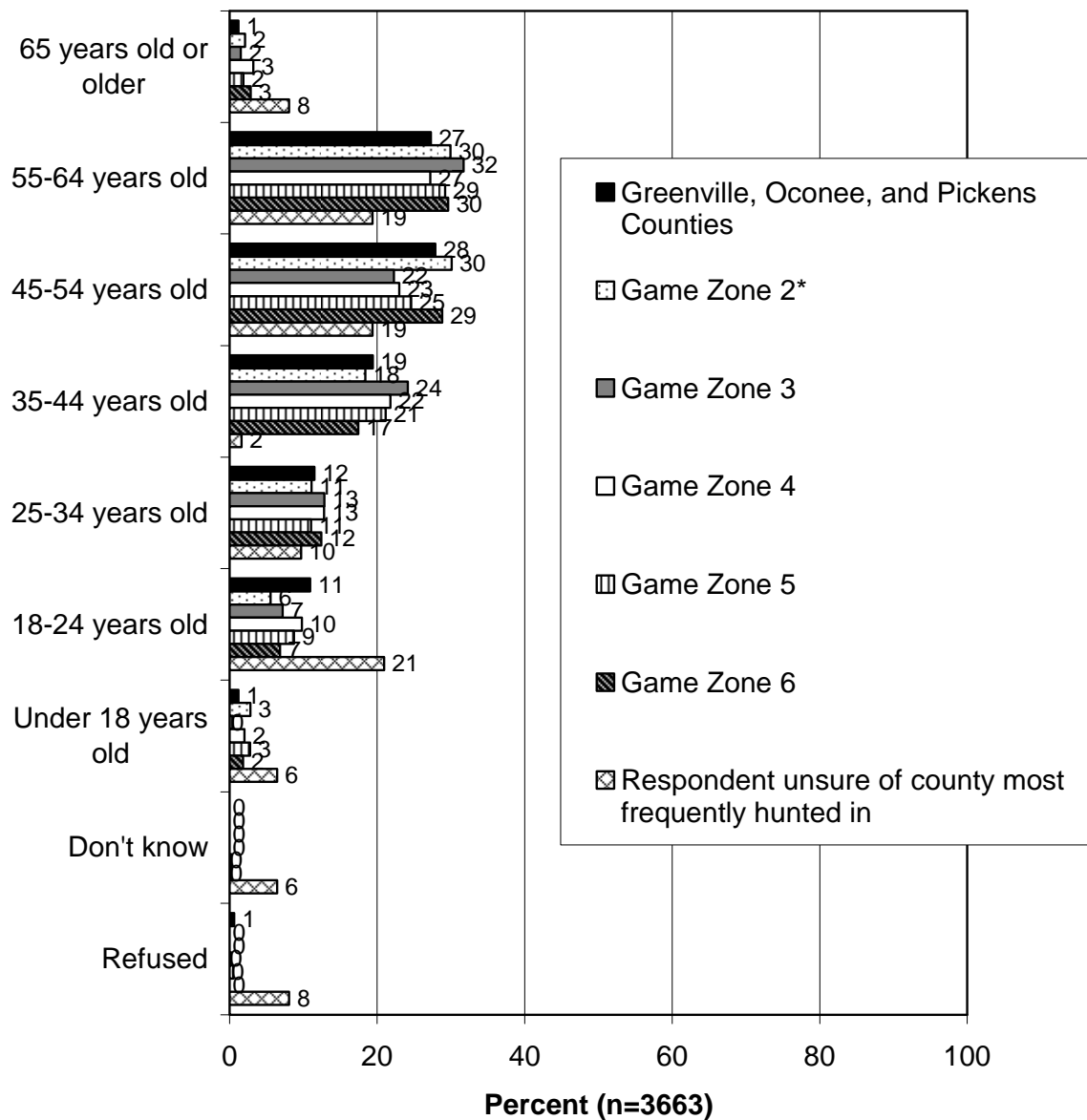
Q28. Would you be willing to pay a \$5 fee for a set of turkey tags if funds from the fees were used to administer the tag program and for turkey research and management?
(Crosstabulation by where respondent most commonly hunts.)



* Does not include portions of Greenville, Oconee, and Pickens Counties that should be included, as the Game Zone boundary does not coincide with these county boundaries.

RESULTS AT GAME ZONE LEVEL

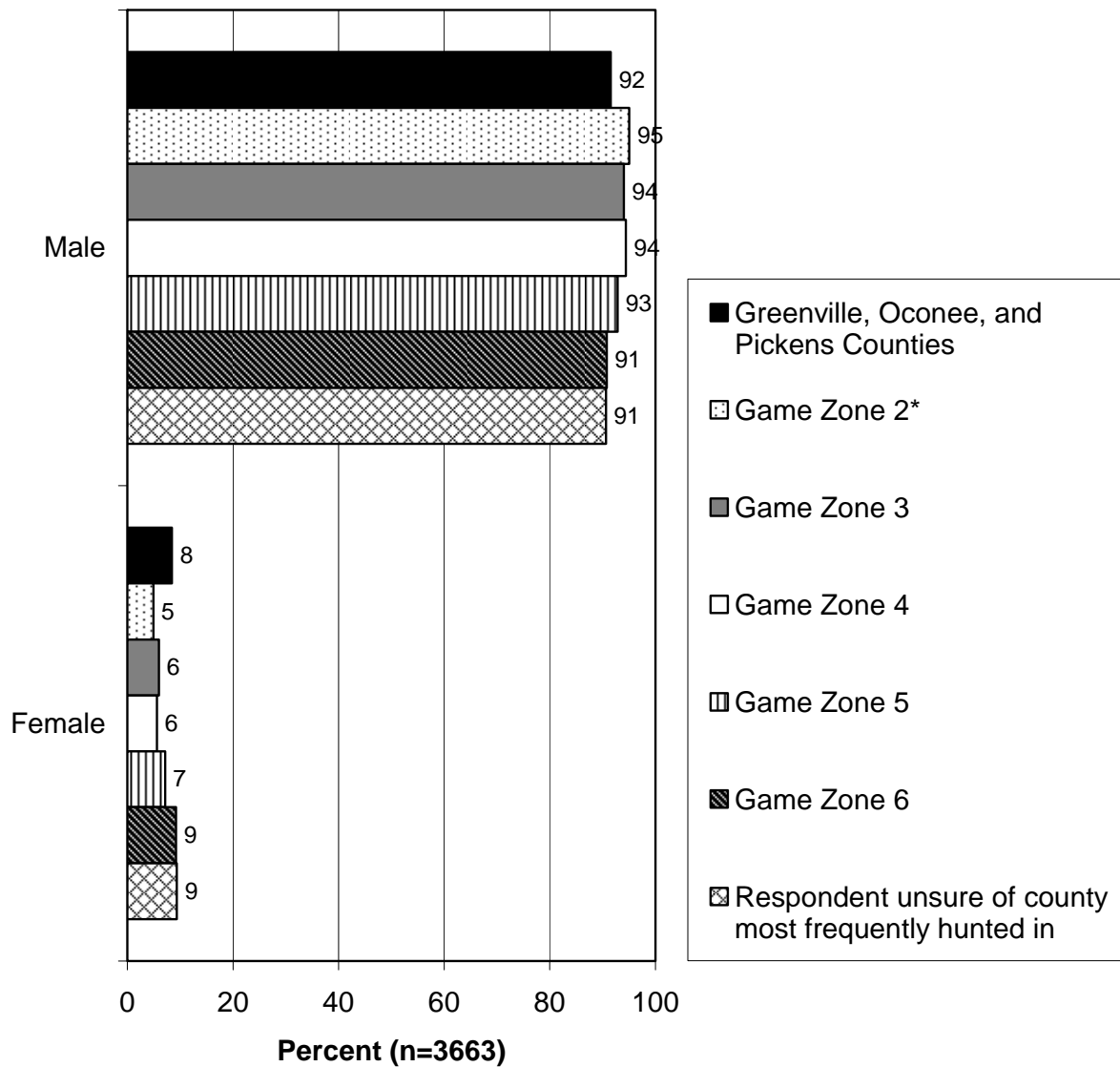
Q31. Respondent's age.
(Crosstabulation by where respondent most commonly hunts.)



* Does not include portions of Greenville, Oconee, and Pickens Counties that should be included, as the Game Zone boundary does not coincide with these county boundaries.

RESULTS AT GAME ZONE LEVEL

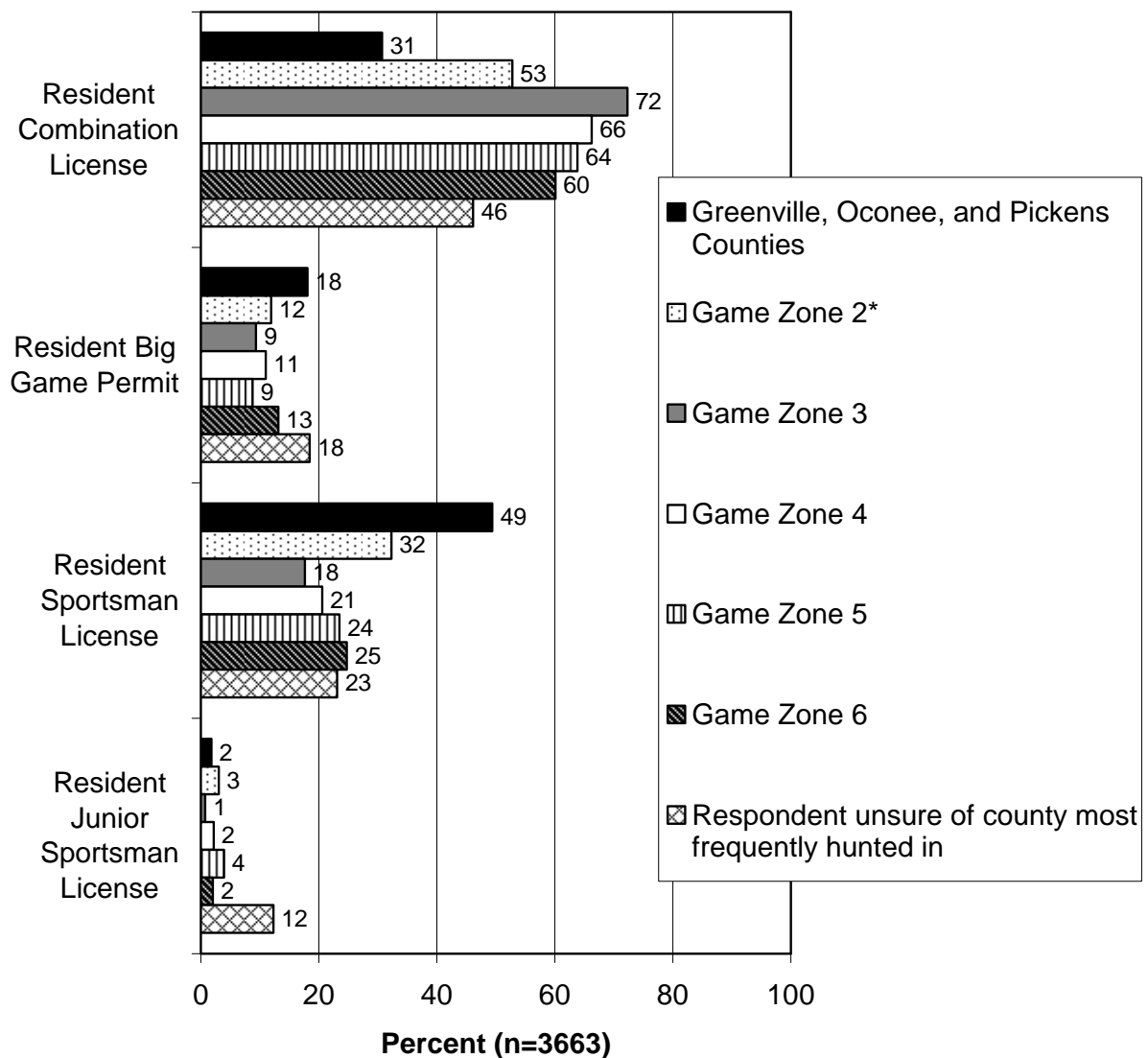
Q37. Respondent's gender (not asked; observed by interviewer).
(Crosstabulation by where respondent most commonly hunts.)



* Does not include portions of Greenville, Oconee, and Pickens Counties that should be included, as the Game Zone boundary does not coincide with these county boundaries.

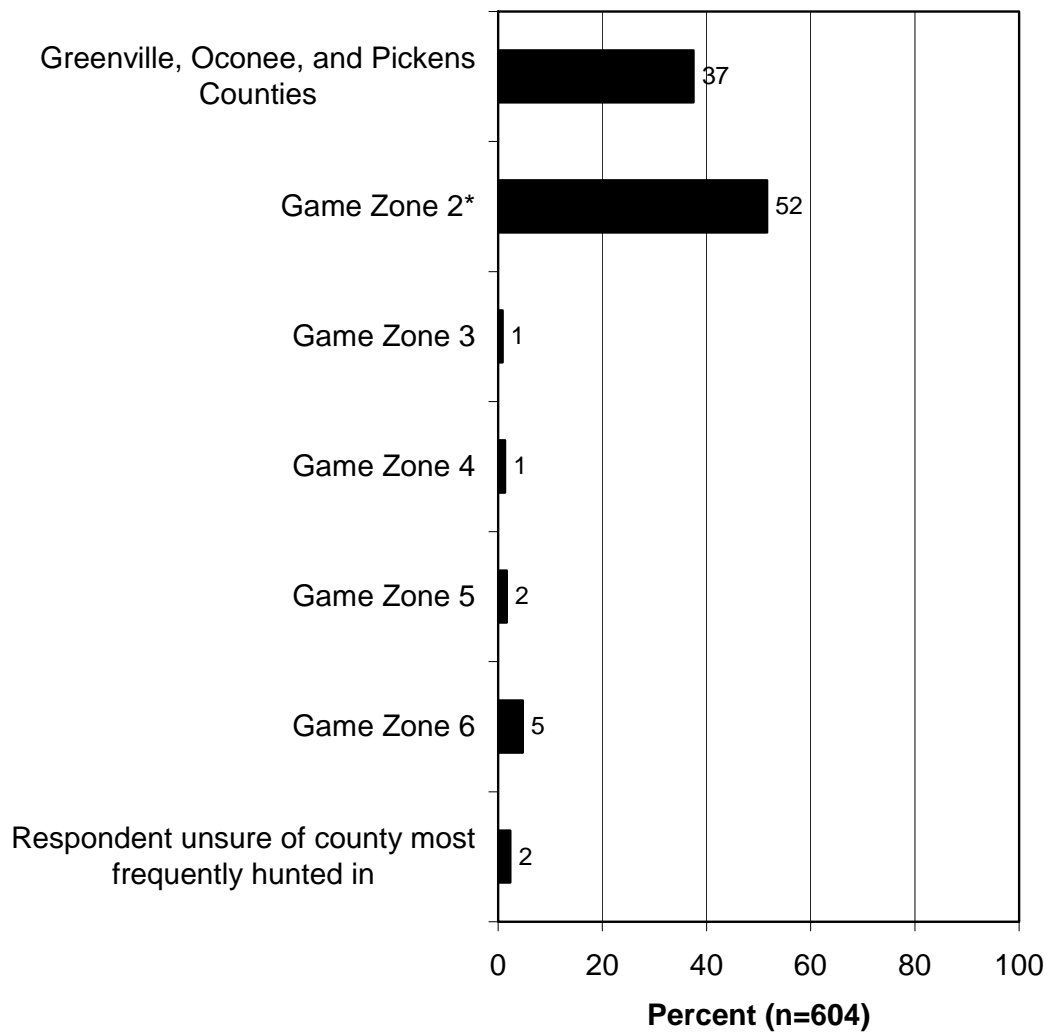
RESULTS AT GAME ZONE LEVEL

Q40. Respondent's license type (not asked; entered by interviewer from information provided by SC DNR). (Crosstabulation by where respondent most commonly hunts.)



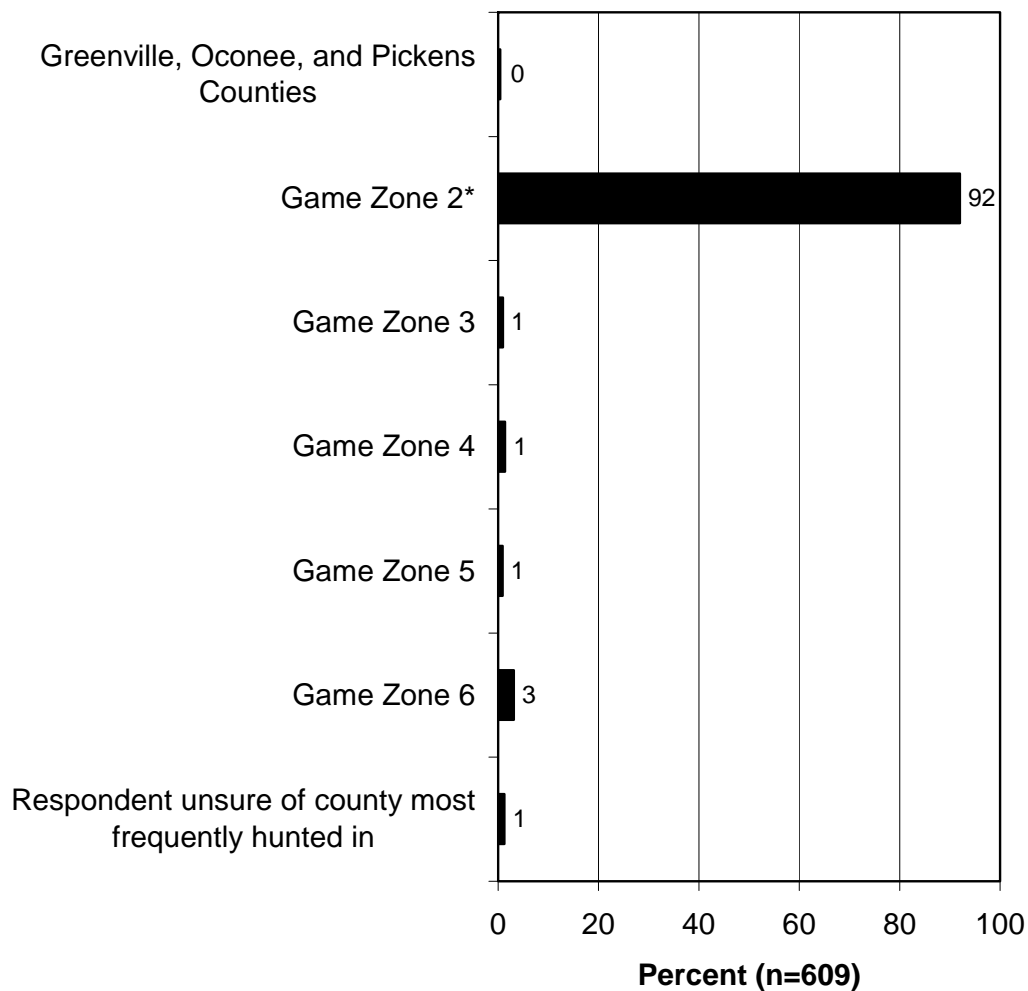
* Does not include portions of Greenville, Oconee, and Pickens Counties that should be included, as the Game Zone boundary does not coincide with these county boundaries.

Q30. Game Zone where respondent hunted most frequently. (For respondents residing in Game Zone 1.)
(Crosstabulation by where respondent most commonly hunts.)



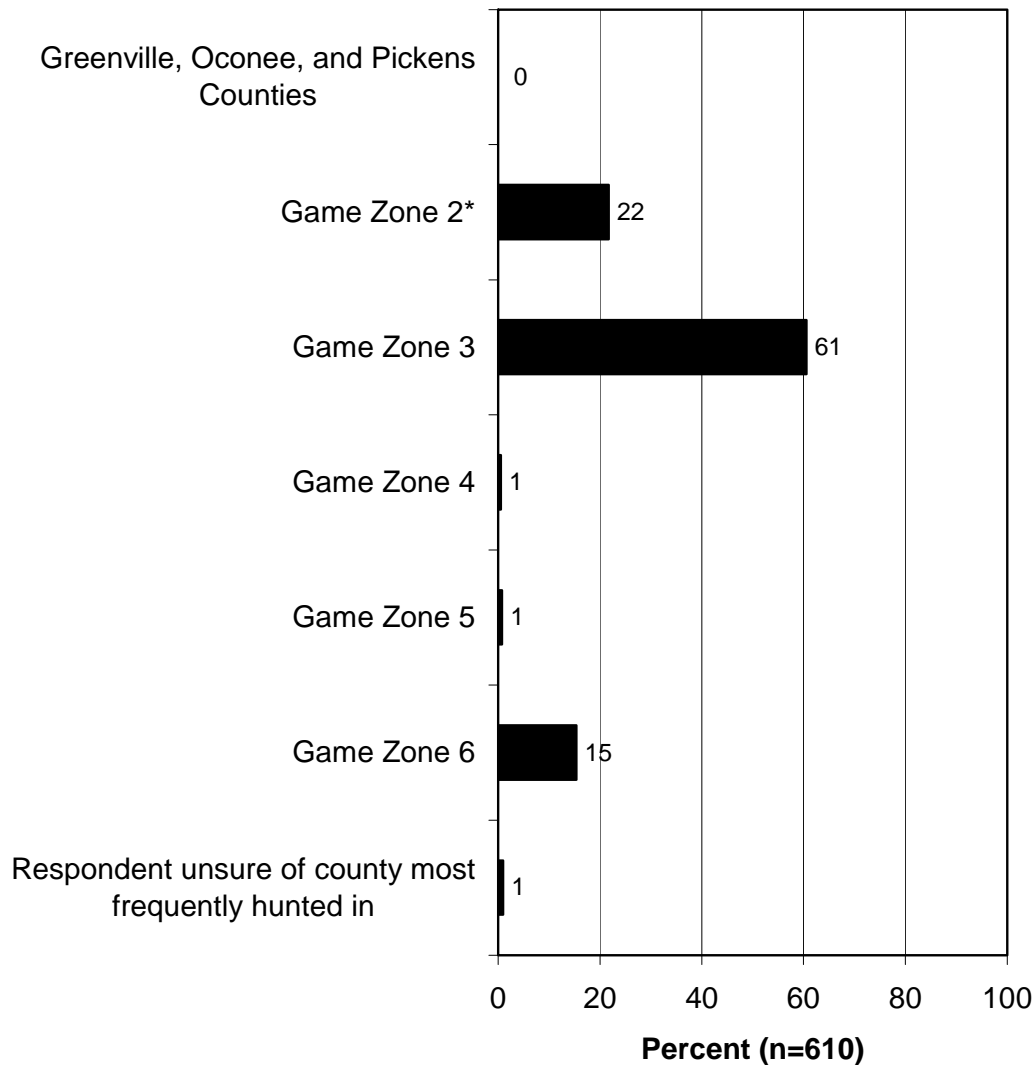
* Does not include portions of Greenville, Oconee, and Pickens Counties that should be included, as the Game Zone boundary does not coincide with these county boundaries.

Q30. Game Zone where respondent hunted most frequently. (For respondents residing in Game Zone 2.)
(Crosstabulation by where respondent most commonly hunts.)



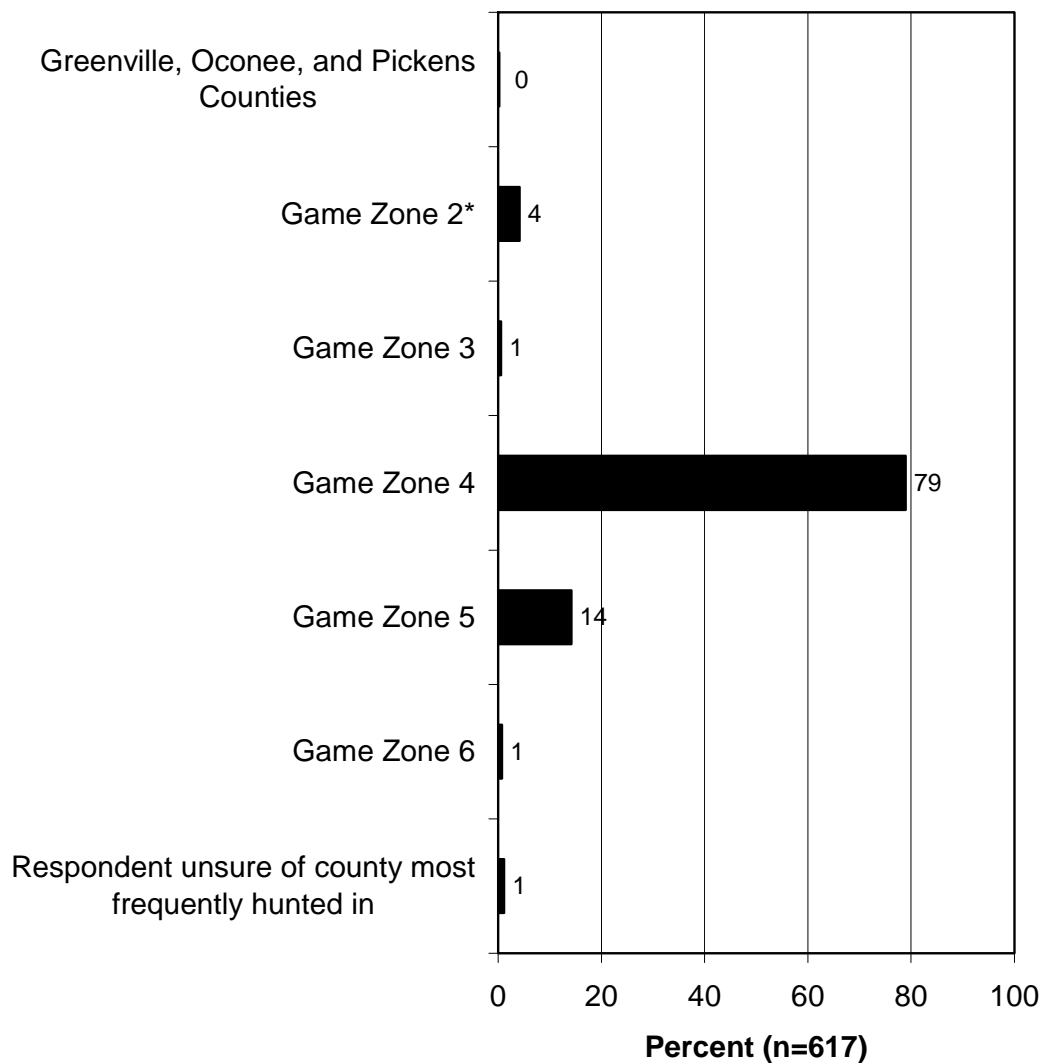
* Does not include portions of Greenville, Oconee, and Pickens Counties that should be included, as the Game Zone boundary does not coincide with these county boundaries.

Q30. Game Zone where respondent hunted most frequently. (For respondents residing in Game Zone 3.)
(Crosstabulation by where respondent most commonly hunts.)



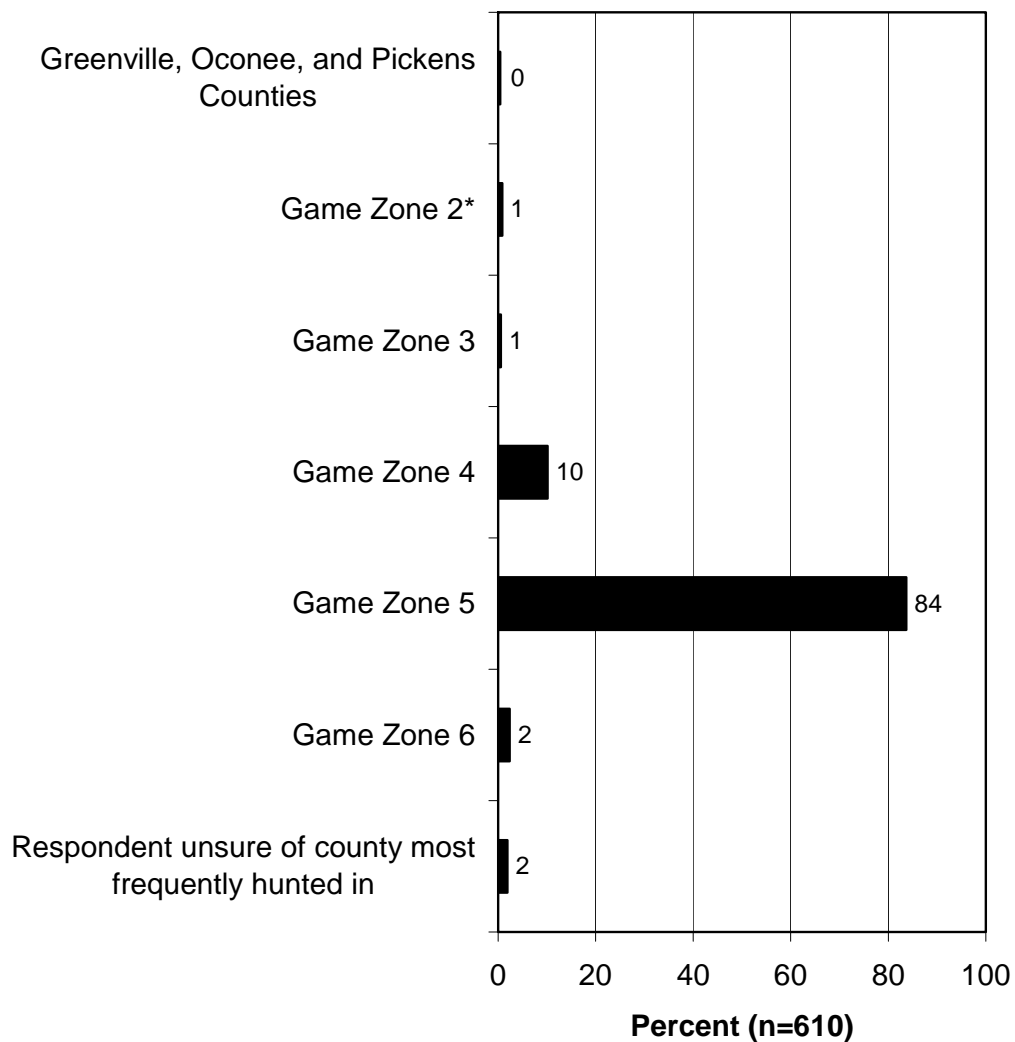
* Does not include portions of Greenville, Oconee, and Pickens Counties that should be included, as the Game Zone boundary does not coincide with these county boundaries.

Q30. Game Zone where respondent hunted most frequently. (For respondents residing in Game Zone 4.)
(Crosstabulation by where respondent most commonly hunts.)



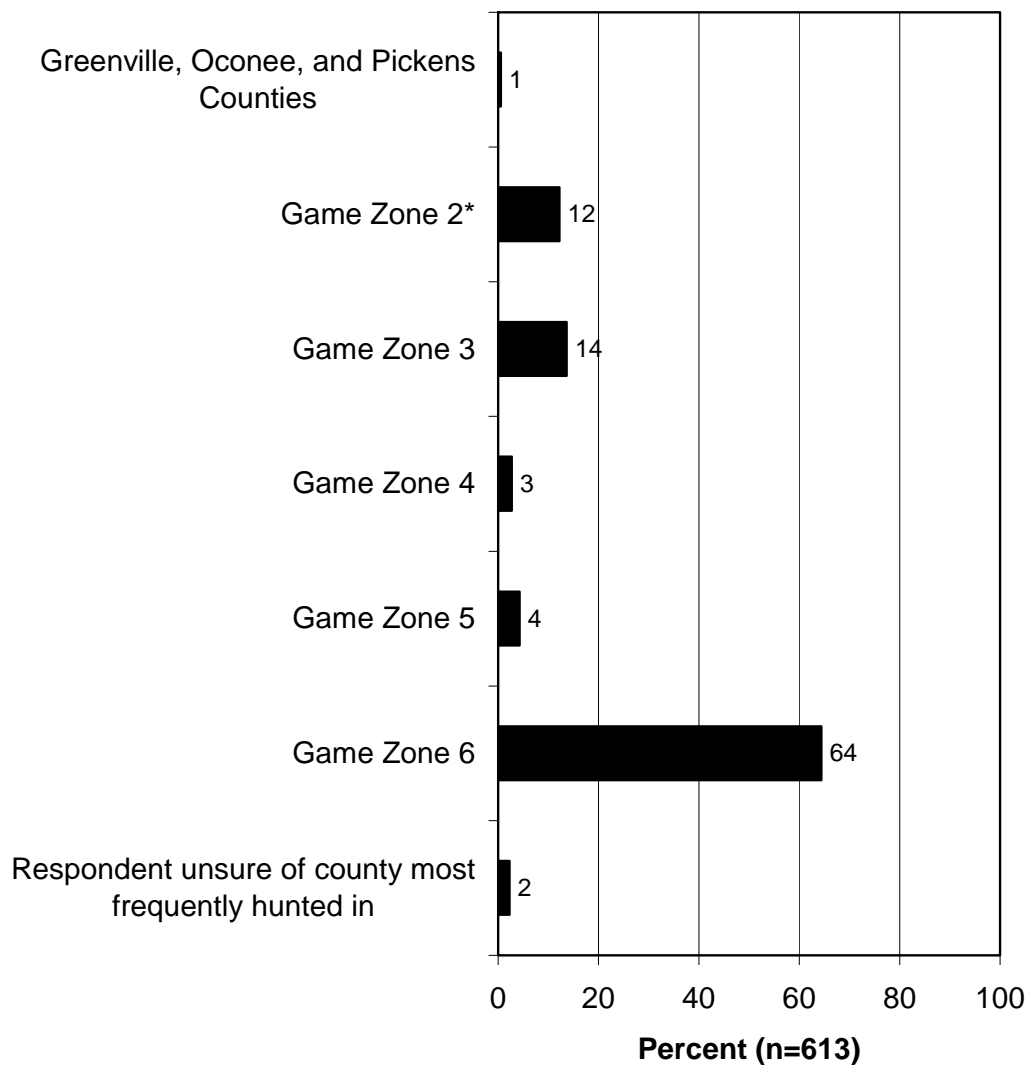
* Does not include portions of Greenville, Oconee, and Pickens Counties that should be included, as the Game Zone boundary does not coincide with these county boundaries.

Q30. Game Zone where respondent hunted most frequently. (For respondents residing in Game Zone 5.)
(Crosstabulation by where respondent most commonly hunts.)



* Does not include portions of Greenville, Oconee, and Pickens Counties that should be included, as the Game Zone boundary does not coincide with these county boundaries.

Q30. Game Zone where respondent hunted most frequently. (For respondents residing in Game Zone 6.)
(Crosstabulation by where respondent most commonly hunts.)



* Does not include portions of Greenville, Oconee, and Pickens Counties that should be included, as the Game Zone boundary does not coincide with these county boundaries.

APPENDIX B: SURVEY INSTRUMENT

C:\DOCUME~1\EXT221~1\RM\DESKTOP\SCDEER10.TXT

6/3/2010

South Carolina Deer Harvest Limits

1. SCDEER10

START

PRESS ENTER WHEN INTERVIEW BEGINS.

2. TIME WHEN PROGRAM WAS OPENED.

TIME1 1:1-5

3. SURVEY NAME

SNAME 1:6

(CHECK ONLY ONE ANSWER)

☐ 1. SCDEER10

4. Hello, may I speak with _____? My name is _____, and I am calling on behalf of the South Carolina Department of Natural Resources.

We are calling resident South Carolina licensed hunters to ask some questions about future deer harvest management in the state.

We are not selling anything, and the survey will only take a few minutes.

Will you help us out by doing the survey?

CONPER1 1:7-8

(CHECK ONLY ONE ANSWER)

- ☐ 1. Correct person, good time to do survey (GO TO QUESTION 6)
- ☐ 2. Bad time/schedule recall (CB - do not save) (GO TO QUESTION 5)
- ☐ 3. AM, NA, BZ (do not save)
- ☐ 4. TM (GO TO QUESTION 48)
- ☐ 5. RF
- ☐ 6. NE (GO TO QUESTION 49)
- ☐ 7. DS
- ☐ 8. BG
- ☐ 9. DL
- ☐ 10. Bad Number (missing digit, begins with zero, etc.)

SKIP TO QUESTION 52

=====

South Carolina Deer Harvest Limits

Page 2

5. When would be a more convenient time to call you back?
Thank you for your time.

WHENCALL

ENTER DAY AND TIME ON CALLSHEET (CB)

SKIP TO QUESTION 52
=====

6. TIME WHEN INTERVIEW BEGAN.

TIME2 1:9-13

7. Our records indicate that you bought a 2009-2010
South Carolina hunting license. Is this correct?

(IF ASKED: The hunting license was valid for hunting seasons within
the fiscal year that started July 1, 2009, and ends June 30, 2010.)

LICENSE 1:14

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 7)
☐ 2. Yes (GO TO QUESTION 9)
☐ 3. No
☐ 4. (DNR) Don't know

8. I'm sorry, but we're only interviewing those who
purchased a 2009-2010 South Carolina hunting license.
Thank you for your time and cooperation.

SORRY1

PRESS ENTER TO CONTINUE

SKIP TO QUESTION 49
=====

South Carolina Deer Harvest Limits

Page 3

9. Did you hunt deer in South Carolina during the most recent deer season, that is the 2009 deer season, which started in August, September, or October 2009, depending on the game zone, and ended January 1, 2010?

(IF ASKED: The earliest start date for the most recent deer season was August 15, 2009, which occurred in game zones 5 (archery only) and 6 (archery and gun hunts). Seasons in all game zones ended by January 1, 2010.)

HUNTDEER 1:15

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 9)
☐ 2. Yes (GO TO QUESTION 11)
☐ 3. No
☐ 4. (DNR) Don't know

10. I'm sorry, but we're only interviewing those who have hunted deer in South Carolina during the 2009 season. Thank you for your time and cooperation.

SORRY2

PRESS ENTER TO CONTINUE

SKIP TO QUESTION 49

11. TIME CHECK AFTER FIRST QUESTION.

TIME3 1:16-20

☐☐☐☐☐☐

12. The South Carolina Department of Natural Resources is considering making recommendations to the South Carolina General Assembly to update the state's future deer harvest regulations. Currently, there are no enforceable limits for harvesting bucks and up to four different ways to legally harvest does in South Carolina. I have some questions about your opinion on potential deer harvest limits and tagging programs related to enforcing limits.

(IF ASKED: The Department has conducted public meetings and surveys over the last few years concerning deer harvest strategies and regulations. This survey is an additional effort to measure public opinion.)

INTRO1

PRESS ENTER TO CONTINUE

13. Do you support or oppose a limit on the number of antlered bucks a hunter can kill each season in South Carolina?

(IF ASKED: A buck limit would apply to antlered bucks only, not buck fawns.)

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

SUPLIMIT 1:21

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 13)
- ☐ 2. Strongly support
- ☐ 3. Moderately support
- ☐ 4. Neither support nor oppose
- ☐ 5. Moderately oppose
- ☐ 6. Strongly oppose
- ☐ 7. (DNR) Don't know

14. If a limit is placed on antlered bucks, which of the following limits on the number of bucks a hunter can kill each season in South Carolina would you prefer? How about...?

(IF ASKED: A buck limit would apply to antlered bucks only, not buck fawns.)

LMPREFR 1:22

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 14)
- ☐ 2. 2 bucks per season
- ☐ 3. 3 bucks per season
- ☐ 4. 4 bucks per season
- ☐ 5. 5 bucks per season
- ☐ 6. (DNR) None of these (GO TO QUESTION 15)
- ☐ 7. (DNR) Don't know (GO TO QUESTION 15)

SKIP TO QUESTION 18

South Carolina Deer Harvest Limits

Page 5

15. How many antlered bucks do you think a hunter should be limited to during each season in South Carolina?

(IF ASKED: A buck limit would apply to antlered bucks only, not buck fawns.)

(IF RESPONDED REPLIES "NO LIMIT" OR "UNLIMITED," ENTER 888)

(ENTER 999 FOR DON'T KNOW)

HWMNLMT 1:23-25

buck(s)

HIGHEST VALUE = 888

IF (#15 > 60 AND #15 < 888) GO TO #15

IF (#15 > 888 AND #15 < 999) GO TO #15

IF (#15 > 1 AND #15 < 6) GO TO #16

IF (#15 = 0 OR #15 > 9) GO TO #17

SKIP TO QUESTION 18

=====

16. The previous question has #15 per season as a choice.

Go back and check #15 per season in this question.

CHANGE

PRESS ENTER TO CONTINUE

SKIP TO QUESTION 14

=====

17. DID YOU MEAN TO ENTER #15?

LIMITCHK 1:26

(CHECK ONLY ONE ANSWER)

☐ 1. Invalid answer. Select another. (GO TO QUESTION 17)

☐ 2. Yes

☐ 3. No (RETURN TO PREVIOUS QUESTION) (GO TO QUESTION 15)

18. If a limit is placed on the number of antlered bucks a hunter can kill each season in South Carolina, would you support or oppose a tagging system that would enable the buck limit to be enforced?

(IF ASKED: A buck limit would apply to antlered bucks only, not buck fawns.)

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

SUPPTAGS 1:27

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 18)
- ☐ 2. Strongly support
- ☐ 3. Moderately support
- ☐ 4. Neither support nor oppose
- ☐ 5. Moderately oppose
- ☐ 6. Strongly oppose
- ☐ 7. (DNR) Don't know

19. If the Department recommends using a tagging system to enable the antlered buck limit to be enforced, fees for issued tags would be used by the Department to administer the tagging system as well as for deer research and management. The set of tags would contain as many tags as the limit on the number of bucks a hunter can kill each season and some number of doe tags as needed for proper management each season.

INTRO15

PRESS ENTER TO CONTINUE

20. Knowing this, would you be willing to pay \$15 for a set of tags?

(IF ASKED: The set of tags would contain as many tags as the limit on the number of antlered bucks a hunter can kill each season. For example, if the limit is 4 bucks per season, you would receive 4 tags for 4 bucks in the set. The number of doe tags in the set would be based on the current deer population and harvest trends each year to ensure proper management each season.)

(IF ASKED: If the department uses a tagging system, the private land antlerless deer tag program, called the Antlerless Deer Quota Program (ADQP), will remain in effect.)

PAY15TAG 1:28

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 20)
- ☐ 2. Yes (GO TO QUESTION 21)
- ☐ 3. No
- ☐ 4. (DNR) Don't know

SKIP TO QUESTION 22

=====

21. How about \$20?

(Would you be willing to pay \$20 for a set of tags?)

PAY20TAG 1:29

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 21)
- ☐ 2. Yes
- ☐ 3. No
- ☐ 4. (DNR) Don't know

SKIP TO QUESTION 26

=====

22. How about \$10?

(Would you be willing to pay \$10 for a set of tags?)

PAY10TAG 1:30

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 22)
- ☐ 2. Yes (GO TO QUESTION 26)
- ☐ 3. No
- ☐ 4. (DNR) Don't know

South Carolina Deer Harvest Limits

Page 8

23. How much would you be willing to pay for a set of tags?
(ENTER ? FOR DON'T KNOW)

WPAYTAG 1:31

\$|_|

HIGHEST VALUE = 9

IF (#23 = 0) GO TO #24

SKIP TO QUESTION 25

24. DID YOU MEAN TO ENTER ZERO?

PYZROCHK 1:32

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 24)
☐ 2. Yes
☐ 3. No (RETURN TO PREVIOUS QUESTION) (GO TO QUESTION 23)

25. (COMPUTATION FOR DON'T KNOW VARIABLE)

How much would you be willing to pay for a set of tags?

WPAYTAGX 1:33-35

\$|_|_|

COMPUTE IF (#23 = MISSING) 999

COMPUTE #23

26. Next, I would like to ask you about harvest limits based on antler criteria, which may or may not be used in combination with a limit on the number of antlered bucks a hunter can kill each season.

Would you support or oppose limiting the harvest of bucks based on antler criteria, such as a minimum number of antler points, a specified antler spread, or a combination of both, to reduce the harvest of young bucks?

(READ SCALE AS NECESSARY; PROMPT FOR DEGREE)

SUPPCRIT 1:36

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 26)
☐ 2. Strongly support
☐ 3. Moderately support
☐ 4. Neither support nor oppose
☐ 5. Moderately oppose
☐ 6. Strongly oppose
☐ 7. (DNR) Don't know

South Carolina Deer Harvest Limits

Page 9

27. Did you hunt turkey in South Carolina during the most recent turkey season, that is the spring 2010 turkey season, which ended May 1, 2010?

(IF ASKED: The most recent turkey season started April 1, 2010, in game zones 1 through 5, and the most recent turkey season started March 15, 2010, in game zone 6. Seasons in all game zones ended May 1, 2010.)

HUNTTURK 1:37

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 27)
☐ 2. Yes (GO TO QUESTION 28)
☐ 3. No
☐ 4. (DNR) Don't know

SKIP TO QUESTION 29

=====

28. Turkey tags have always been free and they are now being mailed to most hunters. There has never been a dedicated funding source for wild turkey research and management in South Carolina.

Would you be willing to pay a \$5 fee for a set of turkey tags if funds from the fees were used to administer the tag program and for turkey research and management?

(IF ASKED: The \$5 fee would cover the cost of the entire set of tags)

TURKTAGS 1:38

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 28)
☐ 2. Yes
☐ 3. No
☐ 4. (DNR) Don't know

29. Great! We're just about through. The final few questions are for background information and help us analyze the results.

DEMO

PRESS ENTER TO CONTINUE

South Carolina Deer Harvest Limits

Page 10

30. In what South Carolina county do you hunt deer most often?

(ENTER COUNTY CODE)

(ENTER ? FOR DON'T KNOW)

CTYHUNT 1:39-40

LOWEST VALUE = 1

HIGHEST VALUE = 46

31. Finally, may I ask your age?

(ENTER 888 FOR REFUSED; ? FOR DON'T KNOW)

AGE 1:41-43

 years old

LOWEST VALUE = 16

IF (#31 = 888) GO TO #34

IF (#31 > 105) GO TO #31

IF (#31 = 88) GO TO #32

IF (#31 > 79) GO TO #33

SKIP TO QUESTION 34

32. YOU ENTERED 88 YEARS. IS THE RESPONDENT 88
YEARS OLD OR DID YOU MEAN TO ENTER 888 FOR
REFUSED?

AGECHEK1 1:44

(CHECK ONLY ONE ANSWER)

☐ 1. Invalid answer. Select another. (GO TO QUESTION 32)☐ 2. 88 years old☐ 3. Respondent refused (RETURN TO AGE QUESTION AND ENTER 888) (GO TO QUESTION 31)

SKIP TO QUESTION 34

33. DID YOU MEAN TO ENTER #31?

AGECHEK2 1:45

(CHECK ONLY ONE ANSWER)

☐ 1. Invalid answer. Select another. (GO TO QUESTION 33)☐ 2. Yes☐ 3. No (RETURN TO PREVIOUS QUESTION) (GO TO QUESTION 31)

South Carolina Deer Harvest Limits

Page 11

34. TIME INTERVIEW WAS COMPLETED.

ENDTIME 1:46-50

☐☐☐☐☐☐

35. That's the end of the survey. Thanks for your time and cooperation. If you have any additional comments, I can record them here.

END 2:1-240

36. ENTER ANY IMPORTANT NOTES ABOUT THE SURVEY.

(e.g., explanation of abnormal data, inability to enter response to a question correctly)

NOTE 3:1-240

37. OBSERVE AND RECORD RESPONDENT'S GENDER.

GENDER 3:241

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 37)
- ☐ 2. Male
- ☐ 3. Female
- ☐ 4. Don't know

38. ENTER GAME ZONE CODE FROM CALL SHEET.

GAMEZONE 3:242-243

☐☐

LOWEST VALUE = 1

HIGHEST VALUE = 6

IF (#38 = MISSING) GO TO #38

39. ENTER COUNTY CODE FROM CALL SHEET.
COUNTY 3:244-245

LOWEST VALUE = 1
HIGHEST VALUE = 46

IF (#39 = MISSING) GO TO #39

40. ENTER LICENSE TYPE FROM CALL SHEET.
LICTYPE 3:246
(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 40)
☐ 2. Resident Combination License
☐ 3. Resident Big Game Permit
☐ 4. Resident Sportsman License
☐ 5. Resident Junior Sportsman License

41. ENTER YOUR INITIALS.
INTVRINT 3:247-249

LOWEST VALUE = "A"

42. ENTER THE AREA CODE AND TELEPHONE NUMBER OF NUMBER DIALED.
TELEPHON 4:1-10

-

LOWEST VALUE = 1

43. ENTER RM CASE NUMBER.
CASENO 4:11-16

LOWEST VALUE = 1

South Carolina Deer Harvest Limits

Page 13

44. SAVE OR ERASE INTERVIEW.

ONLY ERASE IF THIS IS A PRACTICE INTERVIEW!

FINISH1 4:17

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 44)
- ☐ 2. Save answers
- ☐ 3. Erase answers (GO TO QUESTION 51)
- ☐ 4. Terminate (TM) (GO TO QUESTION 48)
- ☐ 5. Person was not eligible (NE) (GO TO QUESTION 49)
- ☐ 6. Review answers (GO TO QUESTION 4)

45. CHECK THE LENGTH OF THE INTERVIEW.

TIMECHECK 4:18

(CHECK ONLY ONE ANSWER)

- ☐ 1. Check (GO TO QUESTION 46)
- ☐ 2. Real

COMPUTE IF ((#4 = 1) AND (#34 - #6) < 300) 1

COMPUTE IF ((#4 = 1) AND (#34 - #6) > 1500) 1

COMPUTE 2

SKIP TO QUESTION 50

=====

46. IS THIS A REAL COMPLETED INTERVIEW?

PRACTICE 4:19

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 46)
- ☐ 2. Real completed interview
- ☐ 3. Practice interview (Select erase answers on next screen) (GO TO QUESTION 44)
- ☐ 4. Terminate (TM) (GO TO QUESTION 48)
- ☐ 5. Person was not eligible (NE) (GO TO QUESTION 49)
- ☐ 6. Review answers (GO TO QUESTION 4)

IF (((#4 = 1) AND (#34 - #6) > 1500) AND #46 = 2) GO TO #47

SKIP TO QUESTION 50

=====

South Carolina Deer Harvest Limits

Page 14

47. WAS THIS INTERVIEW COMPLETED IN ONE PHONE
CALL OR TWO PHONE CALLS?

STAGES 4:20

(CHECK ONLY ONE ANSWER)

- ☐ 1. One call
☐ 2. Two calls

SKIP TO QUESTION 50

48. SAVE AS TERMINATE OR REVIEW ANSWERS.

SURETM 4:21

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 48)
☐ 2. Save as TM
☐ 3. Review answers (GO TO QUESTION 4)

SKIP TO QUESTION 50

49. SAVE AS "NOT ELIGIBLE" OR REVIEW ANSWERS.

SURENE 4:22

(CHECK ONLY ONE ANSWER)

- ☐ 1. Invalid answer. Select another. (GO TO QUESTION 49)
☐ 2. Save as NE
☐ 3. Review answers (GO TO QUESTION 4)

50. DETERMINES FINAL CALL STATUS.

CONPER 4:23-24

(CHECK ONLY ONE ANSWER)

- ☐ 1. Correct person, good time to do survey
- ☐ 2. Bad time/schedule recall
- ☐ 3. AM, NA, BZ
- ☐ 4. TM
- ☐ 5. RF
- ☐ 6. NE
- ☐ 7. DS
- ☐ 8. BG
- ☐ 9. DL
- ☐ 10. Bad Number (missing digit, begins with zero, etc.)

COMPUTE IF (#48 = 2) 4

COMPUTE IF (#49 = 2) 6

COMPUTE IF (#4 = 1) 1

COMPUTE IF (#4 = 2) 2

COMPUTE IF (#4 = 3) 3

COMPUTE IF (#4 = 4) 4

COMPUTE IF (#4 = 5) 5

COMPUTE IF (#4 = 6) 6

COMPUTE IF (#4 = 7) 7

COMPUTE IF (#4 = 8) 8

COMPUTE IF (#4 = 9) 9

COMPUTE IF (#4 = 10) 10

SKIP TO QUESTION 52

51. ARE YOU SURE YOU WANT TO ERASE THIS INTERVIEW?

ONLY ERASE IF THIS IS A PRACTICE INTERVIEW.

MAKESURE 4:25

(CHECK ONLY ONE ANSWER)

- ☐ 1. No, do not erase the answers (GO TO QUESTION 44)
- ☐ 2. Yes, erase this interview

52. SAVE OR ERASE INTERVIEW.

FINISH 4:26

(CHECK ONLY ONE ANSWER)

- ☐ 1. Save
- ☐ 2. Erase

COMPUTE IF (#51 = 2) 2

COMPUTE IF (#4 = 2) 2

COMPUTE IF (#4 = 3) 2

COMPUTE 1

South Carolina Deer Harvest Limits

Page 16

53. DATE CALL WAS MADE.

INTV DAT 4:27-34

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	-	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	-	<input type="text"/>	<input type="text"/>
Year					Month					Day	

54. DAY OF THE WEEK CALL WAS MADE.

DAY 4:35

(CHECK ONLY ONE ANSWER)

- ☐ 1. Sunday
- ☐ 2. Monday
- ☐ 3. Tuesday
- ☐ 4. Wednesday
- ☐ 5. Thursday
- ☐ 6. Friday
- ☐ 7. Saturday

COMPUTE (JDAYOFWEEK (TOJUL #53))

SAVE IF (#52 = 1)

ABOUT RESPONSIVE MANAGEMENT

Responsive Management is a nationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Its mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing its in-house, full-service, computer-assisted telephone and mail survey center with 45 professional interviewers, Responsive Management has conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communications plans, need assessments, and program evaluations on natural resource and outdoor recreation issues.

Clients include most of the federal and state natural resource, outdoor recreation, and environmental agencies, and most of the top conservation organizations. Responsive Management also collects attitude and opinion data for many of the nation's top universities, including the University of Southern California, Virginia Tech, Colorado State University, Auburn, Texas Tech, the University of California—Davis, Michigan State University, the University of Florida, North Carolina State University, Penn State, West Virginia University, and others.

Among the wide range of work Responsive Management has completed during the past 20 years are studies on how the general population values natural resources and outdoor recreation, and their opinions on and attitudes toward an array of natural resource-related issues. Responsive Management has conducted dozens of studies of selected groups of outdoor recreationists, including anglers, boaters, hunters, wildlife watchers, birdwatchers, park visitors, historic site visitors, hikers, and campers, as well as selected groups within the general population, such as landowners, farmers, urban and rural residents, women, senior citizens, children, Hispanics, Asians, and African-Americans. Responsive Management has conducted studies on environmental education, endangered species, waterfowl, wetlands, water quality, and the reintroduction of numerous species such as wolves, grizzly bears, the California condor, and the Florida panther.

Responsive Management has conducted research on numerous natural resource ballot initiatives and referenda and helped agencies and organizations find alternative funding and increase their memberships and donations. Responsive Management has conducted major agency and organizational program needs assessments and helped develop more effective programs based upon a solid foundation of fact. Responsive Management has developed websites for natural resource organizations, conducted training workshops on the human dimensions of natural resources, and presented numerous studies each year in presentations and as keynote speakers at major natural resource, outdoor recreation, conservation, and environmental conferences and meetings.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management routinely conducts surveys in Spanish and has also conducted surveys and focus groups in Chinese, Korean, Japanese, and Vietnamese.

Responsive Management's research has been featured in most of the nation's major media, including CNN, ESPN, *The Washington Times*, *The New York Times*, *Newsweek*, *The Wall Street Journal*, and on the front pages of *The Washington Post* and *USA Today*.

Visit the Responsive Management website at:

www.responsivemanagement.com